

# PRINTERS' INK

12 West 31st Street, New York City

A JOURNAL FOR ADVERTISERS

Vol. LXXXIX

NEW YORK, OCTOBER 23, 1914

No. 4



## Making the Best Known Pipes Better Known

William Demuth & Company of New York are the world's greatest pipe makers. They make pipes from twenty-five cents to twenty-five dollars and their trade mark always means a good pipe. They started in 1862, and their leadership is unquestioned. They are now making the one best known line of pipes even better known through the medium of national advertising.

Pipe Headquarters came to Advertising Headquarters for their advertising—not accidentally.

N. W. AYER & SONS

Philadelphia

New York

Boston

Chicago

(This is Advertisement Number Fifty-six of a Series.)

# Do You Want These Books and Charts?

**T**HEY will tell you definitely and without question whether or not **THE IRON AGE** is read by the men who buy or should buy your products—who they are and where they are located.

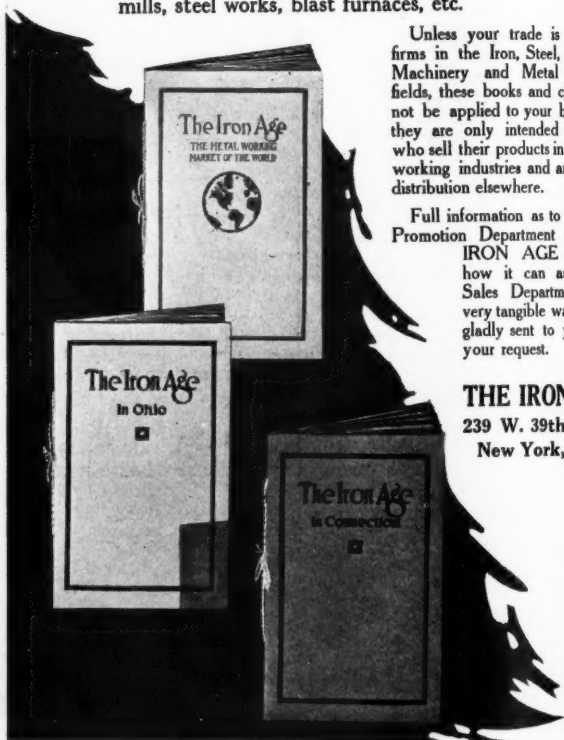
The facts and figures given will show how the market for your goods is generally distributed.

In addition, this comprehensive and exhaustive analysis explains fully what our subscribers make what kind of a plant it is made in—whether they operate machine shops, tool rooms, foundries, pattern shops, power plants, rolling mills, steel works, blast furnaces, etc.

Unless your trade is with the firms in the Iron, Steel, Foundry, Machinery and Metal Working fields, these books and charts can not be applied to your business—they are only intended for firms who sell their products in the metal working industries and are not for distribution elsewhere.

Full information as to the Sales Promotion Department of **THE IRON AGE** and just how it can assist your Sales Department in a very tangible way will be gladly sent to you upon your request.

**THE IRON AGE**  
239 W. 39th Street  
New York, N. Y.



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXIX

NEW YORK, OCTOBER 22, 1914

No. 4

## Why and How a Manufacturer Should Make Trade Investigations

By Charles Coolidge Parlin

Manager of Division of Commercial Research, the Curtis Publishing Company, Philadelphia.

ONE of the amazing things in industry is the fact that vast sums of money are being risked in enterprises undertaken upon guess work. While some manufacturing enterprises have been started only after a careful study of conditions, others have been instituted after a few inquiries and upon a decision to take the chance.

Much of this attitude is a legacy of the past when conditions were essentially different from to-day. In the earlier period of our manufacture the markets were clamoring for goods. The manufacturer had but two problems: first, to make the goods, and second, to get them within reach of the consumers.

To-day the supply in most lines has caught up with the demand and a third very important function devolves upon the manufacturer; namely, to develop his markets. This function involves first of all a thorough knowledge of his existing markets and of all those influences which are operating to affect them. It seemed natural enough in the earlier stages of industrial development for the manufacturer to confine his attention to the making of goods and to entrust to an outside sales organization the second function of getting the goods to the consumer. It is still advantageous in many lines for the manufacturer to reach the retailer through jobbing connections, but no manufacturer, however efficient and honorable the middle men handling his product are, can

afford to be without first-hand knowledge of his markets. Every manufacturer should know where his goods are sold, who buys them and why they are bought, what type of men are selling his goods to consumers, what influences are affecting them, what their sales methods and sales costs are, to what extent they are real factors in making sales and to what extent they are only order-takers.

### WHAT MANUFACTURERS SHOULD KNOW

Every manufacturer should know whether he has a uniform distribution or whether there are certain sections and communities within sections where sales are subnormal; many manufacturers reaching the retail trade through middlemen seem to have very little of this information. Those who sell through a sales organization sometimes do not know what jobbers buy their goods or what the geographical distribution of their goods is. Those selling to jobbers have some knowledge of the geographical distribution of the goods, but often have little information as to what proportion of their goods goes to cities and what to rural trade. They know little in regard to the retailer and his problems. They do not know what consumers buy goods or what influences affect the consumers' choice. In general, these manufacturers know only what the jobbers tell them; and why should the jobbers tell them much?

Manufacturers who sell part or

all of their goods direct have more information, but this often reflects merely the salesman's view-point and does not portray the entire field.

Besides a thorough knowledge of existing sales conditions the manufacturer should study potential markets, and how they can be developed, what the influences of new sales methods are and what influence new methods of exploitation would have on the industry, what new uses can be found for the product, what detrimental influences are at work and how they can be checked or removed, how retailers can be best persuaded to give efficient co-operation and how consumers can be most effectively reached.

To say that knowledge is power is trite but it is true. Knowledge is the foundation of modern merchandising, and as competition grows more intense, it becomes more apparent that the manufacturer must know in order to succeed.

But a manufacturer says, "Why have a research department? I have thirty salesmen. If I want to know anything I ask them."

To this query there are two obvious answers: First, because these men are salesmen. They are honest and efficient, but they have a salesman's view-point and a salesman's prejudices. Their opinion is of great value, but by the very fact of their specialization in salesmanship they are handicapped in getting an impartial view of the situation. They see a part of the truth too clearly to get a fair vision of the whole truth. Second, because the function of a research department is not only to answer questions but to discover influences that are escaping the attention of the manufacturer and his sales organization. It is only natural that any organization which specializes on a certain phase of an industry should in the gaining of intensive knowledge of that phase lose something of the perspective of the whole. A research department is therefore needed to supplement and broaden this specialized knowledge with pertinent information from allied fields.

As competition in business has grown more acute, there has been a greater necessity that every factor should be understood and every danger guarded against in order that success may be attained. Hence, there is an increasing necessity for research departments in business enterprises.

#### THE VALUE OF AN OUTSIDER'S VIEW-POINT

The manufacturer gets an intensive knowledge of those phases of his business with which he comes in daily contact. But frequently there exist other phases with which he has little contact. He therefore has little knowledge of their importance. From the very fact that a manufacturer gives intense attention to certain phases of his industry, these phases tend to assume undue importance in his mind and it is difficult for him to obtain a well-balanced view of the field unless his own experience is supplemented by research into these portions of the work which are least understood.

For example, the manufacturer who sells exclusively through jobbers has little opportunity to judge of his possibilities through direct sales. The manufacturer who uses no national publicity usually fails to see the possible development of his business through national advertising. A manufacturer, particularly one who sells through indirect channels, often has little knowledge of the distribution of his product—who buy the goods, why certain lines are selected and others rejected. On the other hand a manufacturer who does have considerable knowledge about the distribution and sale of his own lines may not be conscious of some general influence operating in the retail and jobbing field which may greatly affect his selling problems. Hence as a result of research work manufacturers have usually obtained suggestions of value and sometimes have been led to change entirely their selling systems.

A certain manufacturer in the





Century, Harper's and Scribner's are the magazines above all others which hold to the practice of making wonderful Christmas books of their December issues. With the wreaths of red holly and branches of fragrant spruce these magazines bring into the home the true Christmas feeling. An atmosphere of refinement surrounds them. Their presence indicates an appreciation of really good literature and art.

It takes a whole year to make up the Christmas number of Scribner's. The best of everything is saved for it, and naturally thousands of copies more are sold of it than any other number, each extending its Christmas spirit and cheer over many months of the new year and into many out-of-the-way places. Its peculiar value to an advertiser is apparent.



Central West was interested primarily in breaking into the New York markets; research showed him that totally neglected at his own door there lay a larger market easier to get and likely to prove more profitable than the coveted New York market; research showed another manufacturer that his distribution was far from uniform, another that he was restricting his line to job-

results commensurate with the expenditure?

In commercial research work as in most other lines of intellectual endeavor, the man is more important than the method. Essentially, the thing to do is to get a competent man and give him much latitude both in method and in subject matter; for the problems in each industry are so individual and so complex that no satisfactory formula for procedure can be laid down, and much must be left to the initiative of the man conducting the work.

At first sight, it might appear that the problem of a research department is to answer inquiries, and a man taking charge of the work is likely to ask, "Exactly what problems am I expected to solve?" The answering of inquiries is valuable and may be well worth what it costs, but a research department, in order to attain its greatest usefulness, must go considerably beyond the answering of questions and perform the higher function of formulating questions which ought to be asked.

It might appear that the company would be in a position to state exactly what information would be of value.

but after asking many manufacturers what problems they desired to have studied, I am satisfied that one of the greatest services of a research department is to ask new questions. When a manufacturer has formulated in his mind a question for which he seeks an answer, all his experience, reading and thinking are brought to bear upon its solution, and while a research department can accumulate data that will help

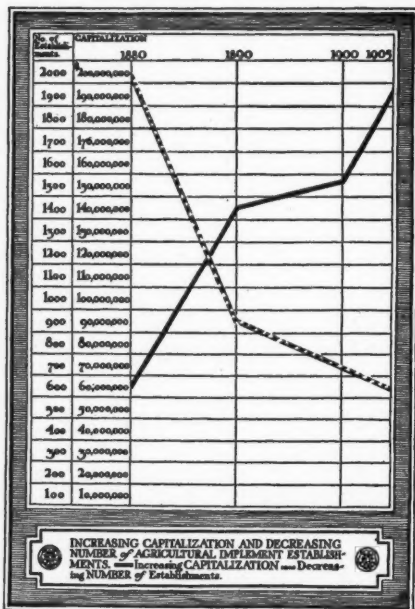


CHART TO ILLUSTRATE HOW VITALLY IMPORTANT IT IS FOR MANUFACTURERS TO KNOW EARLY WHEN CONCENTRATION IS SETTING IN

bers when the possible sale for his goods was almost confined to those stores which aimed to buy direct—another who sold only direct that a major portion of the opportunities in his field could be best reached through jobbing channels.

#### THE PROBLEMS TO BE STUDIED

Granting the value of research work, the chief problem is, How may it be conducted to produce

# Activity

"THE atmosphere of *activity*," said a visitor to our offices, "is the big distinguishing feature of the Nichols-Finn organization."

He hit it square. And we've had no finer compliment.

There *is* activity here—activity that *gets somewhere*. It's the activity that naturally pervades the thick of things.

Practical result-getting Salesmanship *for the Advertiser* is our business. How much our activity in this line *has counted* is proved by the fact that, through financial crisis and war's outbreak, instead of lull or let-down, we have continually and consistently *added* to our list of important national accounts.

We have made good by making good for others. Which is the only way of making good, after all.

*Progress not pose* is the rule we recognize. We've no time for desultory dreaming—no excuse for spineless selling plans or wordless copy. *Results* are the only proof.

And it is this *activity* and tangible *accomplishment* in producing profitable Ideas, Plans, Copy—in Sales Co-operation—that we offer *real* advertisers who are seeking *real* results.

Let's talk the matter over.

## NICHOLS-FINN

ADVERTISING  
COMPANY

222 SOUTH STATE STREET, CHICAGO  
NEW YORK ST. LOUIS



him in reaching a conclusion upon that point, it can perform a more valuable service if it can discover tendencies of which the manufacturer is not conscious and ask him questions which will lead to new lines of thought.

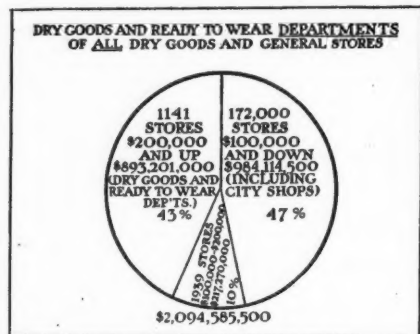
Research work should not only be dominated by honesty of purpose, but it should be conducted from the student standpoint of truth for truth's sake. Lines of inquiry that appear likely to prove of practical value should, of

commercial research are analogous to those used in science; namely, the gathering of a mass of facts and then, with an abundance of data before one, proceeding cautiously from the particular to the general.

Commercial research work involves three distinct phases:

First, library work; second, field work; third, formulating conclusions.

The first step, naturally, is the study of printed sources, such as the census reports and other government publications. The research department may often throw light upon a business by merely graphing census figures. Often we have found a manufacturer with the latest census reports at his elbow, but deeply interested in maps and graphs of the same census material as it applied to his own business, indicating, that while he had perhaps read the figures, they came to him in a new light as



DIVIDING A GIVEN MARKET UP BY VOLUME OF BUSINESS TO  
SHOW OPPORTUNITY

course, be pursued. But that which appears academic should not be neglected, for it frequently happens that what appears to be academic turns out to be highly practical, while something which appears likely to be practical often turns out to have little value.

It is probably advantageous for a research worker to approach his problem without special knowledge of the particular industry to be studied. A man who has had several years of experience in any given industry has formed such definite opinions of that industry that he cannot easily formulate well-balanced judgments on its problems. The research worker's function, in some respects is like that of the jurymen, for whom one of the requirements is that he know nothing about the case.

The methods to be applied to

he saw them graphed. This phase of the work is listed first, not because of its relative importance but because it is naturally the first step in making a study; for the investigator should, of course, take advantage of all the information which has already been gathered, so that he may waste no time in duplicating work already done. Besides, he needs a fund of trade information before he begins the field work; for in no realm of human endeavor is there found a clearer exemplification of the truth of the biblical statement, "To him that hath shall be given," than in gathering commercial information. The man who is already informed and can talk the language of the trade soon inspires confidence and becomes a welcome visitor; but on the uninform the business world is too busy to waste time. It is particularly necessary for a student



Our printing plant  
in rented quarters  
fifteen years ago



Our Printing Plant  
in our own building  
to-day

One of the largest and most complete  
printing plants in the United States

## Place Your Large Printing Orders

**In the Hands of a Large, Absolutely Reliable Printing House**

*Send Your Small Orders As Well*

### Our Specialties:

- (1) Catalogues
- (2) Booklets
- (3) House Organs
- (4) Trade Papers
- (5) Magazines
- (6) The larger orders of Flyers and Circulars.

Also Printing requiring the same material and workmanship as the above, such as Proceedings, Directories, Histories, Books and the like.

Our Complete Service, all or any part of which is at your command, embraces:

Copy Writing  
Illustrating  
Engraving  
Electrotyping  
Typesetting  
(Machine and Hand)  
Presswork  
Binding  
Mailing

If desired, we mail your printed matter direct from Chicago—the central distributing point.

Our up-to-date labor-saving machinery and equipment enable us to make exceptionally low prices and prompt delivery on our specialties.

The education and training of our employees, concentrated in one similar direction on the one class of printing in which we specialize, make the workmen more skillful.

*Our plant is in operation day and night the year around. Quality work handled by daylight only.* Our organization is excellent. When you put an order for printing in our care you relieve yourself of all anxiety. You insure yourself

### QUICK DELIVERY—LOW PRICES—HONEST PRINTING

Our business has been built up by satisfied customers; by repeat orders. For some reason, printing orders, especially the larger ones, come to us from all the large cities and states from Maine to Texas.

**You owe it to yourself and your firm to find out what we can do for you.** Let us know when you will be in the market for a catalogue or any of our specialties and at the right time we will draw your attention again to our unusual facilities. **Let us put your name on our mail list NOW.**

*Write us about your printing and your printing troubles. Ask us for quotations.*

**ROGERS & HALL COMPANY**  
Polk and La Salle Sts. CHICAGO, ILL.

approaching an industry with which he is not familiar to get a fairly comprehensive statistical and trade journal knowledge of his subject.

Then begins the field work.

For successful research work in commercial lines, it is necessary that first-hand information be gathered by interviewing representative persons connected with every phase of the industry. Individual industries, of course, need different treatment. In one industry the fundamental tendencies of the trade may be learned from manufacturers and wholesalers, while in another it may be necessary to make exhaustive study of retail conditions.

#### GREAT BREADTH OF INVESTIGATION

Men should be interviewed in every phase of the work; for each particular phase has its own problems and furnishes its own particular light on the industry. Furthermore, it is necessary to talk not only with important and intelligent people who are filled with ideas, but also with comparatively unimportant people who often appear provokingly stupid. The man who gets all his information merely from those who have made successes has missed an opportunity; for while it is often depressing to talk with those who have made failures or who are stupidly plodding along unconscious of the broader problems, it sometimes happens that the man who has stumbled at the very threshold will throw light on some elemental problems which the successful man has long ago mastered and forgotten.

In general, the saying of the old fisherman that "It takes all the people in the world to know everything that is known," is a good precept for a research department. The wider the scope of the inquiry and the more extensive the number of interviews the safer are likely to be the conclusions.

A research department can hardly proceed leisurely, because the field is so vast and interesting and the portion that can be ac-

complished seems so infinitesimal in comparison with the vast amount to be done. On the one hand, a research department is preparing a doctor's thesis requiring calm thought and careful analysis; on the other hand, the material must be handled with something of newspaper promptness to have it out while it is fresh. Often, too, directors' meetings or factory requirements make the preparation of material for specific dates necessary. But while commercial research must to some extent accommodate itself to time demands, the best results can only be attained when sufficient time is allowed for extensive investigation and thoughtful consideration of material obtained.

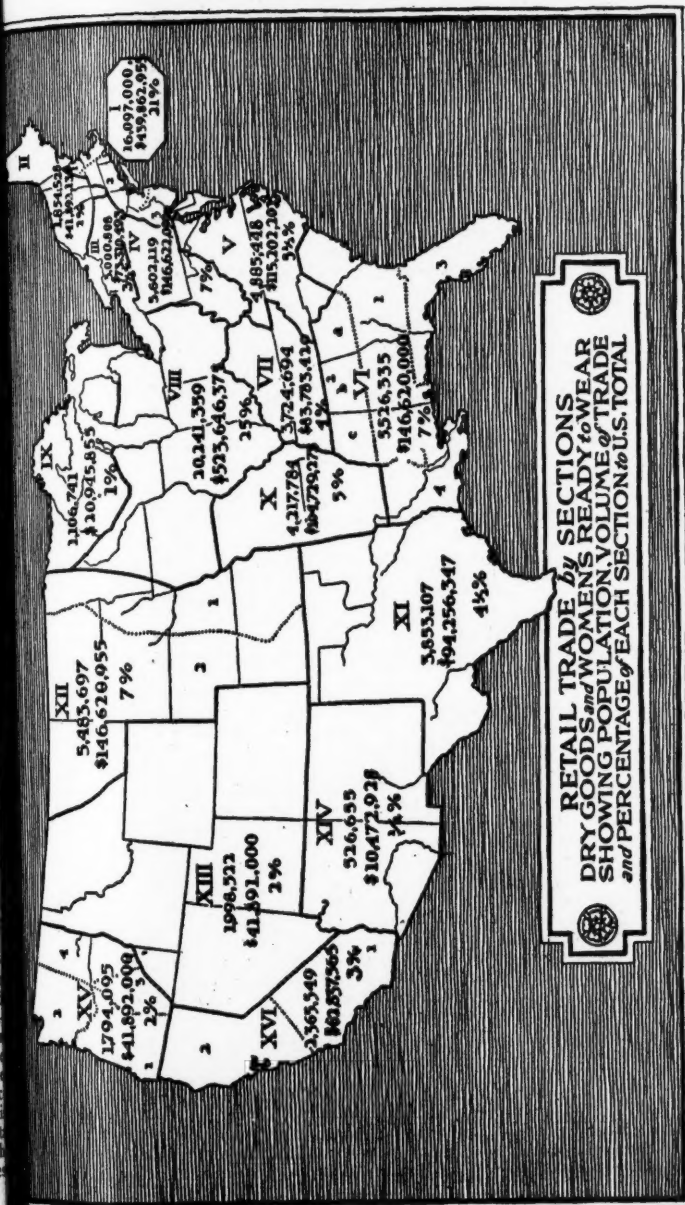
Incidentally, it is probably not desirable that the research man in the early stages of his work should receive any considerable information from the men of his own organizations. He is likely to give too much weight to these opinions, and when he comes to start in with his field work is likely to have something of the same handicap which retards the man who has been brought up in the industry. But when he has made sufficient progress that his ideas will not be too much shaped from within the organization, the suggestions and criticisms of his colleagues will be of very great value. In fact, the success of the research department in the end will depend very largely upon the encouragement, support and assistance of all those within the organization.

#### INTERPRETING THE RESULTS

The third step is formulating conclusions.

While mere tabulations of material may be valuable, yet even when material is gathered and tabulated it is still only raw material. A very important function of a research department is to convert this raw material into finished product. The manufacturer can, of course, draw his own deductions from the data furnished, but the one who gathers the material is in the be-





FIGURES OF A KIND WHICH MAY BE REPRODUCED FOR MANUFACTURERS IN OTHER LINES TO GUIDE THEIR TRADE CULTIVATION



position to interpret it and show its relation to the business, and the highest value of the department is likely to come from its ability to show the vital relation of its material to the business of the company.

Since industries vary widely, it is obviously futile to attempt to formulate any definite program of procedure to be applied to the study of an industry. The problems are numerous and varied, and methods well suited to one phase of the work may have to be quickly changed when applied to another. The very nature of the work requires that something new be learned every day and the problem of always wrestling with the unknown demands versatility rather than fixed method.

Some of the broader aspects which should be borne in mind in formulating conclusions may be suggested here.

First, tendency toward concentration. It is of vital importance to a manufacturer to know whether the industry in which he is operating is tending toward concentration, and if so, to what extent that concentration is likely to be carried (see chart on page 6).

#### CLASSIFICATION OF INDUSTRIES

In general, industries may be divided into two classes: those making utilities and those making style goods. Utilities comprise those articles which are bought by the consumer solely on the basis of quality or efficiency for the price and without thought of their pleasing his taste or fancy: e. g., agricultural implements are utilities. They are judged solely on the basis of performance in proportion to price. What mechanical principle is employed and whether the lines of the machine are pleasing to the eye make little difference if efficiency be there.

Style lines are those in which the consumer's preference is determined by qualities other than utility—all those lines which appeal to individual tastes and fancies. In general they are the lines that involve the element of adornment and display, such as

clothing of all kinds, jewelry, dress accessories, household furnishings and decoration.

Many lines are at the same time utilities and style goods. For example, clothing and furniture in certain grades are bought primarily for serviceable qualities, but in other grades must meet the most exacting requirements of style. In automobiles, the truck is a utility; i. e., is judged on its ability to produce wealth. The pleasure car, on the contrary, is both a utility and a style carriage. In addition to meeting the demand for mechanical efficiency it must meet the style demand of the moment; and these style demands affect not merely body lines, location of doors, and other appearance features, but also cover equipment and choice of mechanical principles. If, for example, a purchaser in choosing between a "six" and a "four" is swayed by motives other than those of efficiency and price, if he buys the one or the other to have the same kind of motor as his friends, or makes his choice because the one or the other simply pleases him the best regardless of purely economic reasons, the sale is made according to the laws of style goods rather than of utilities.

It is important for a manufacturer whose line falls somewhere in this vast intermediate field to determine to what extent style influences are controlling the industry, for the manufacturing and sales tendencies in style lines are fundamentally different from those in utilities.

In utility lines, theoretically, a single concern, if it excelled, would secure an entire monopoly; for if a manufacturer so perfected his manufacturing processes that he was universally acknowledged to have the most efficient article at the price, theoretically everyone would buy his product. Practically, if one manufacturer can attain a very high degree of efficiency in manufacture, another can develop near enough to his standard to be a competitor; and practically, there

(Continued on page 74)

**C**ONTRIBUTOR  
to *The Delineator*,  
*Ladies' Home*  
*Journal*, *Colliers*,  
*Saturday Evening*  
*Post*, *Harper's Week-*  
*ly*, *Everybody's* and  
*Adventure* — political  
and sociological ar-  
ticles, and fiction.  
Published 1913 *Heart*  
*of the Desert* (fiction).



## The Butterick Publishing Company

announces the appointment of

### Honoré Willsie

as Managing Editor of

### *The Delineator*

The Butterick Trio  
1,400,000 Guaranteed

# New York Tribune

Published Daily  
By the Tribune Association, Inc.

NEW YORK, SUNDAY, SEPTEMBER 20, 1914—SIX PARTS—SIXTY PAGES

## ANOTHER WESTCOTT PEN GIVES "DAVID HARUM" A SISTER

*Forthcoming Story by Brother of Creator  
of "David" Introduces "Hepsey Burke"  
and Provides Some Remarkable  
Literary Coincidences.*

THE publication this fall of "Hepsey Burke," a novel by the Rev. Frank N. Westcott, the brother of Edward Noyes Westcott, author of "David Harum," reveals an unusual parallel in the history of American literature.

Frank N. Westcott is, as was the author of "David Harum," an Episcopal minister in a small town in New York State—Skaneateles, to be exact—and, like his brother, found all the characters for his novel in his own parish.

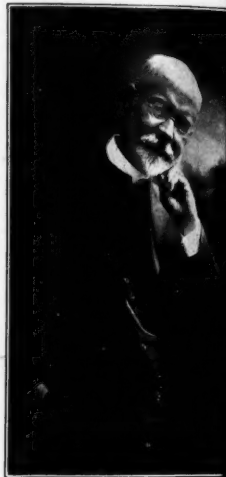
"Hepsey Burke" is Frank Westcott's first novel, just as "David Harum" was Edward Westcott's first novel. In the case of Edward, the author was dead before the novel actually reached the public, it being generally understood that Edward Noyes Westcott died immediately upon having finished reading the publisher's proofs, his health having been so poor for months before that it had only been with the greatest difficulty that he had been able to finish the manuscript.

Frank Westcott has been for years a writer of various theological treatises and books which to the lay mind are undoubtedly rather dry reading. Theology is scarcely exciting reading in these days of speed and international complications. A year ago he turned his hand to novelization and began "Hepsey Burke," and, working in almost exactly the same way as his brother, gave the book his complete time and attention, compiling the various incidents in it and drawing the characters therefrom from the people with whom he came in daily contact.

The real Hepsey Burke was an employee of the Westcott household for years, and is now dead, while her son, Nicky, who figures prominently in the book, is living and well to-day.

But, unfortunately, at this writing the author of "Hepsey Burke," with the proofs still warm from the galleys, is lying, a complete physical wreck, at a sanatorium in Oconomowoc, Wis. The parallel between him and his brother extends beyond methods of securing material.

It is literary history that David Harum killed his creator. Hepsey Burke, the feminine of David Harum, has done the same—almost. The doctors told the photographer who went to photograph Mr. Westcott, in order that pictures of him might be used by the book concerns handling his novel, that the author of "Hepsey Burke" will recover. The photographer had come all the way from Skaneateles to photograph his old friend and one-

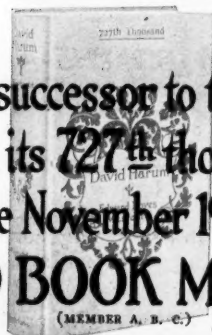


time pastor. When he saw the man who was known as a witty, whole-souled, hearty, loved of every one and a picture of manly and sturdy American manhood, he could believe his eyes, and hardly dared trust the word of the doctor.

It seems almost uncanny that the two, each gifted with human understanding and in their writings, should have each done him such a price for his magnum opus. It had been demanded of Frank and Edward that Edward paid with his life. Frank's escape so narrow that, whereas his brother at least was able to correct his own proofs before dying, Frank has not been allowed to see over a single proof for fear that the work entailed would bring him the end which it brought Edward.

Although David Harum still lives and covers of only one book, and the author of his brother has written into a new book fun, the same charm, the same gentle pathos of the frailties and the eccentricities—of results, if you wish—of men and women which are woven into a harmonious story provoking as it is thought provoking and some.

the logical successor to the novel that  
 selling in its 727th thousand today  
 begins in the November 1914 issue of  
**THE RED BOOK MAGAZINE**



NOVEMBER 1914  
 PRICE 15 CENTS

# THE RED BOOK MAGAZINE

A  
 new  
 "David  
 Harum"  
 by the brother of the man  
 who wrote the original  
 "Empty Pockets" the new  
 RUPERT HUGHES novel of New York  
 "Back to Baltimore" the best story  
 RING W. LARDNER has written so far  
 and fourteen other big features in this number

## Complaints and Results

If your mother, wife or sister has had occasion to use a Good Housekeeping complaint blank, then the efficacy of this system is proven to you.

And one of the strongest means of producing results for the manufacturer is in seeing through the slightest complaint to the entire satisfaction of the subscriber, your customer.

"Gentlemen:

"I wish to thank you for your promptness in attending to our complaint. It is of inestimable value to me, as buyer for the family, to know that I can absolutely depend on the honesty of the merchants and the quality of the goods represented by your large advertising department. After our recent experience I appreciate this more than ever.

"Yours very truly,

"Mrs. O. B., Davenport, Iowa."

Apparent inattention to a letter, samples not received, or a request for return of entire purchase money—they all get the same painstaking attention—even if we have to go down into our own pockets for substantial sums.

A contract to establish profitable relations between our readers and the manufacturer of guaranteed products makes up the real Service plus accorded Good Housekeeping advertisers.

*Can your product be guaranteed?*

## Good Housekeeping Magazine

*Co-operates with the Retail Merchant*

New York

Washington

Boston

Chicago

## New Processes Liven Up Fall Dealer Helps

**How Advertisers Are Enhancing the Value of Dealer Material by Utilizing the Newer Methods of Printing, Engraving and Lithography—"Off-set" and New Half-Tone Processes Popular**

[EDITORIAL NOTE: This is the first of a series of five articles reviewing the dealer "helps" which advertisers are furnishing this fall. Later articles will deal with new methods of reducing waste of this material, help which encourages the dealer to "trade-up," fall material that strikes a new note, and recent plans which give material a value in the eyes of the dealer, other than the worth of the material itself.]

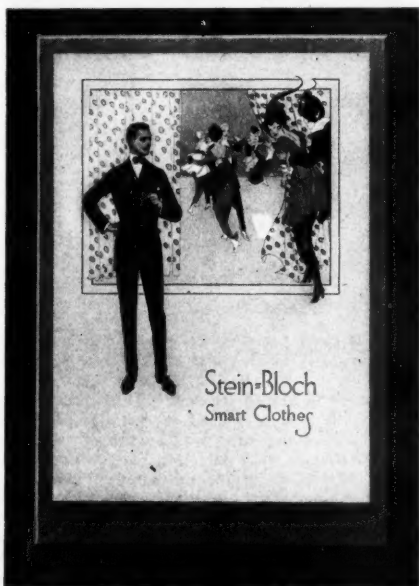
THE quality-instead-of-quantity tendency, so pronounced in latter-day merchandizing methods, is quite noticeable in the dealer material going out to the trade this fall. Newer processes of printing, lithography and engraving are very much in evidence. More attention is also being given to the dealer's attitude, and the waste which some advertisers have complained of in former years will probably be correspondingly diminished.

This conclusion is based upon the examination of the dealer helps being furnished by 76 national advertisers, and a trade investigation by members of PRINTERS' INK staff in three States to determine the dealer attitude toward this new material, and to ascertain tendencies in the field which should be considered in planning next year's helps.

On every hand dealers and manufacturers alike are glad

of the opportunity to get away from the costly sameness of dealer literature, electros, lantern slides, store cards, posters, catalogues and hangers. The introduction of the rotary intaglio process; photo-lithography; new Ben Day tints; the half-tone separation process, giving a three-color effect in two printings; the perfecting of the off-set process and bringing out papers that make this work both economical and effective; the sketchy effects obtained by making half-tones from water-colors, crayon and pencil sketches and printing them on soft stock; the high-light process of half-tone printing for booklets, the development of the German treatment of dealer outdoor bulletins; the advent of novelties in decorative materials; the rare effects now obtained by lithography on metal, and similar advances have done much to enhance the value of dealer helps in the eyes of the trade.

For example, a PRINTERS' INK



ONE OF THE NEW "OFF-SET" WINDOW CARDS. ART MOUNT  
USED TO GIVE IT LONGER LIFE

representative was talking to a veteran paint dealer in upper Manhattan: a rather gruff individual of the type that salesmen would rather leave alone than attempt to influence in the display of advertising matter.

"That new Pratt & Lambert hanger is pretty good advertising, don't you think?" the dealer was asked.

announcing the agency for a well-known brand of paint, was the only advertising in evidence, I put the statement down as 100 per cent true, and knew what W. P. Werheim, of Pratt & Lambert, meant when he wrote: "These artists' prints are some of the most effective hangers we have sent out for a long time. While expensive, the dealers

seem to appreciate the trouble we have gone to and are using practically all we have sent out."

#### STEIN-BLOCH'S OFF-SET WINDOW CARDS

But Pratt & Lambert are not the only advertisers that have struck a new and popular note in display material. Stein-Bloch is sending out four off-set window cards, which one of their large dealers characterized as "slick." Asked to analyze his opinion, he was perplexed. He didn't know whether it was the way they were mounted (on two nut-brown mounts, which blended into the design) or the "vaguish" atmosphere given by the art treatment. But the favor shown these cards by this dealer was somewhat offset by a criticism from a dealer in Plainfield, N. J., who characteristically remarked: "It is great

for Broadway, but who ever saw such women in Plainfield?"

Another dealer was of the opinion that the background of these cards detracted attention from the clothes being advertised. He thought the company would have done better had it used less striking color, which would not have monopolized attention. "At the same time," said this dealer, "if the design of the garment had

**"61" FLOOR VARNISH**

*Fairy-like, is the change "61" Floor Varnish will make in your old or new floors. Mar-proof, heel-proof, water-proof and above all, beautiful.*

"THAT IS ABOUT THE CLASSIEST HANGER THAT HAS COME THIS WAY IN A LONG WHILE"

The dealer warmed up. Evidently he was proud of it, with its rich blending of colors by the off-set process, the lavish use of gold and its snowy white woodwork. "Say, that is about the classiest hanger that has come this way in a long while," he replied. "I like to hang up that sort of stuff, it gives the store a high-grade appearance." And, as that and a crysto-glass sign,



been played up stronger, it would have greater suggestive value to my customers when they come into my store and look at these cards to see what's what for this fall." And this brings us to a point to be treated in another article—the need of different material for different classes of trade.

Perhaps one of the most striking, and at the same time "different," hangers going out this fall is the Bontex lithographed muslin hanger, which one would almost swear was an original oil painting. Simple and strong in design, none of its value has been lost in transferring it to the stone—a big advantage of photolithography. A special process in coating the cloth, the lithographer says, makes its effectiveness possible.

The use of the rotary-intaglio process is also noticeable in the store cards being sent out to advertise O'Sullivan's rubber heels. This process, known by several trade-names adopted by various lithographing houses, is being used in many ways. According to Edward Epstein in *Arts & Crafts Year Book* for 1914, it gives the work a soft effect and permits the use of soft, mat-surface papers. The original plates are placed on a printing cylinder on the press, which rotates through a reservoir of fluid ink before printing. As the surface of the cylinder rises from the ink, a sharp-edged steel blade rests on the plates and scrapes off any unneeded ink, just as a brake-shoe scrapes the mud off a carriage wheel. This corresponds to the old "rubbing-off"

process which required the highest skill on the workman's part and made the production of this class of work so expensive a few years ago. The paper then passes between the printing drum and a hard rubber platen, in much the same fashion as a multigraph, and comes out a true etching in virtu-



Look for the name  
**BONTEX** on the sel-  
vage. If the name  
is not there, the  
goods are not  
**BONTEX**  
Wash Fabrics

THIS HANGER IS LITHOGRAPHED ON SPECIALLY PREPARED CLOTH AND LOOKS LIKE AN OIL PAINTING

ally all its mechanical essentials.

#### SOME POPULAR BOOKLETS

The off-set process and the various new half-tone treatments are also popular in the production of counter literature. Even the case-hardened grocers, a class which is notoriously wasteful with advertising material, are enthusiastic over some of the new booklets. When a copy of the Rumford

Recipe Book was shown to a storekeeper in Newark he talked for four minutes about the "beautiful picture," and was quite disappointed when told that it was not possible to get any of the books yet, as they had not been issued to the trade. The cover of the Rumford booklet shows an attractive little girl's head, and the dainty coloring, aided by the off-set printing, will get anybody's attention. Judging from his interest in the little girl, there is every reason to believe that this grocer will send for a supply of books and put them to good use. One does not have to be much of a student of human nature to imagine the reception this same book will get from the women who trade at his store, after he has called their attention to the "cuteness" of the cover. Like a good headline on an ad, it will sell the book at a glance. It is doubtful if the soft, natural face tints and delicate blending of color could be obtained by any other process than the "off-set."

So popular is this new process with the dealers that many of them are using it for their own advertising. J. Weiss, advertising manager for Brill Brothers, operating five clothing stores in New York City, was so impressed with some off-set material received from a manufacturer that he has printed his annual catalogue by this process, using twelve colors for the cover. "It makes the catalogue so much more attractive," said Mr. Weiss, "that we felt that the extra expense was more than justified."

But we are told by the lithographer that the real secret of producing off-set covers of such complete effectiveness lies in the drawing. This must be made by artists who understand the requirements of off-set work, or they are not likely to get the contrasts which are so essential in its successful production. Many advertisers make the mistake of thinking that any good drawing will reproduce satisfactorily by these new processes; that is not quite so. Unlike straight three-color work or lithography, a

drawing to be reproduced by the off-set process on soft paper should be sketchy and have contrast. Otherwise it will have a dull, monotonous effect lacking the snap and artistic qualities which this process makes possible.

#### ECONOMICAL DEALER LITERATURE

While the novelty and richness of this off-set counter material appeal to the dealer, its big advantage to the advertiser seems to lie in economy of production. It has often been said by the old "flat-bed" printers that the off-set process is a cheaper method of printing. This is not true. Its economy lies in the use of non-coated, mat-surface paper, and the off-set press can use a much stronger paper at half the price. As the material furnished a dealer for distribution over his counter, with purchases and similar ways, should stand up and retain its freshness until it finally gets into the customers' hands, this is quite an advantage. It is because of this that we find such advertisers as National Veneer Products Co., Holeproof Hosiery Co., Kellogg Toasted Corn Flake Co., American Hardware Corporation, Joseph & Feiss Company, Stein-Bloch and others of equal shrewdness making profitable use of the new process.

Other departures in raising the standard of dealer literature are numerous. The introduction of the high-light process of making half-tones, which emphasizes the object being advertised and throws the background into a sketchy-line effect without hard edges, is seen in booklets being sent out by the United States Tire Company. The Beech-Nut Packing Company is furnishing folders showing the product in its true-to-life colors.

#### NEW NOTE IN ELECTROS AND SLIDES

Judging from the advances being made in the Ben Day process, the next year should see marked developments in the nature of the electrotypes being furnished dealers. Already advertisers like the Armstrong Cork Company are making good use of new Ben

# A Big Influence in the Prosperous Northwest



Minneapolis, Minn.

**The Leading Farm Weekly of the Northwest**

**I**T'S the Northwestern edition of the five Orange Judd Weeklies, and from every standpoint—editorial prestige, quality of circulation and proven value to advertisers—ranks with its brother publications as *leaders of the weekly farm press!*

*Northwest Farmstead* gets at the roots of the farmer's problems—forces his attention and interest, because it sets a pace for him to follow—and *shows him how to turn the possibilities of his farm into dollars and cents! It not only gets into the mail box—it gets under the farmer's skin!*

## This is our policy:

The strongest editorial features from the best contributors obtainable.

Subscriptions from farmers only, who take the paper on its merits.

Only advertising accepted that is absolutely true and helpful in its premises.

Full measure of circulation.

The same flat rates to all advertisers.

All advertising absolutely guaranteed

Service to subscribers. Service to advertisers.

## 100,000 Circulation Weekly

*guaranteed* any way you want it, and proven to your absolute satisfaction, reaching the biggest and most prosperous farmers in the great American Northwest. It has *made good* for advertisers who are known nationally as among the shrewdest in the land. It will *make good* for you. Give it a trial.

Address nearest office for sample copies and advertising rates of this leading Farm Weekly of the Northwest—**NORTHWEST FARMSTEAD**

## ORANGE JUDD COMPANY, Publishers

Members of the Audit Bureau of Circulations

6th Floor Oneida Building, Minneapolis, Minn.

Michigan Blvd. Bldg. Chicago, Ill. 315 Fourth Ave. New York, N. Y. 909 Candler Bldg. Atlanta, Ga. Myrick Bldg. Springfield, Mass.

## Booklet Building on the Right Basis

No building is stronger than its foundation—no book or catalogue is stronger than its foundation—the paper it is printed on.

## Radium Folding Enamel

has been especially designed to fulfill a long felt want—a paper of superior finish, folding qualities and strength. A difficult combination and worthy of much effort to produce.

**Radium Folding Enamel** does not crack or break when saddle stitched and will average 25 points test on Mullen Tester—basis 25 x 38—80 lb.

This stock is pure white with a superfine finish—productive of bringing out the last detail in the finest screen half tones—and the price is reasonable.

Durability, finish and economy—the foundation for a book of selling efficiency.

We want to send you facts, samples and dummies of **Radium Folding Enamel**. Write today.

**Birmingham & Seaman Co.**

**Tribune Building, Chicago**

New York

Milwaukee

St. Louis

Cincinnati

Detroit

Day tints for this purpose. Some of the newer tints are striking as well as strong, and will undoubtedly find favor with advertisers.

Speaking of the electrotype situation, a New Jersey dealer said he was using lantern-slides in moving-picture shows this fall instead. "What other advertising we do," he said, "is confined mostly to price advertising, so, of course, we couldn't use ready-set ads supplied by manufacturers, but we are going to make up for it by using slides furnished by manufacturers. Just now we are having quite a time getting slides which have any individuality; most of them are so ordinary that we dislike to use them."

Already many advertisers are at work trying to get a new note in their slide advertising. A Chicago advertiser in the soap field told PRINTERS' INK recently that they were experimenting with a motion slide which would show their trade character in action. The effect is produced by a patented process of making slides. For instance, to show the Old Dutch Cleanser woman chasing dirt, two glasses are required which work back and forth over each other. These slides have been out for some time, but the problem is to do away with the need of the picture-show people having to buy a special frame to use them.

Developments are also in order in making non-breakable slides which can be made in an ordinary letter. The Scott Paper Company has sent PRINTERS' INK a beautiful set of mica slides which created quite an impression on the small-town dealers to whom they were shown, but it is feared the colors will fade. This, it seems, has been a difficulty about this type of slides in the past. These slides will probably become more generally used if they can be made so that none of the design possibilities are lost.

It might not be out of place to mention here the need of packing glass slides better. Executives are plainly leaving this important function to the judgment

of shipping clerks. Several shipments of slides sent PRINTERS' INK were so badly broken that no dealer could use them. One shipment of six slides, packed between corrugated boards, and mailed in New York, arrived with four out of the six broken to fragments. It might be well to buy special corrugated boxes, in which the slides can be packed in crushed tissue, leaving space all around. This method is used by Swift & Company and other advertisers, and allows even the strongest canceling clerk in the post-office to bang the stamps all he pleases without ruining the contents.

#### CALENDARS PLEASE SMALL DEALERS

Any number of new processes are in evidence in the novelty field, and dealers seem very favorably inclined toward this method of co-operation, especially for the holiday season, which will soon be here. One plan in particular that is popular is that of furnishing new-process art calendars to the trade at a reduced rate. The Holeproof Hosiery Company is putting out a calendar of this kind which it sells at seven cents to dealers. While the larger dealers seem to feel that they could do better by getting stock calendars and imprinting them with their own names, thus getting a greater advertising benefit, small dealers seem glad of the opportunity to get an attractive piece of advertising, especially if it features a profitable and widely known product for which they have the exclusive agency. Speaking of this calendar, a haberdasher said:

"Yes, we will lay in a good supply; we know that the calendar idea is not exactly a new one, but you can't deny that an artistic calendar gets a cordial reception. If a customer takes a fancy to the design he will put it up in a prominent place, and there it will stay, working for us and Holeproof hosiery all through 1915."

In the same way other advertisers are furnishing off-set blotters, menu cards, letterheads and

other similar helps. But the possibilities of the off-set process have only been scratched. "I am hoping," said a Philadelphia haberdasher, "that some wise advertiser will furnish Christmas cartons that strike a new note. It seems to me they would make a great hit, because an artistic carton or box for hose, suspenders, handkerchiefs and ties comes in mighty handy around the holidays. Some advertisers furnish plain cartons, printed with sprays of holly, into which we transfer the regular stock for the holiday trade, but think how 'swell' it would be to have boxes with a water-color appearance like that show card over there."

Taken all in all, the tendency in dealer material is to furnish something a little better; something that will strike the dealer as being so much above the average that he cannot afford to "put it away to use later." The same fashion will be in vogue next year. The reason is brought out quite graphically by George A. Weinman, of Lord & Taylor, who has just returned from a western trip, looking into this situation with an eye to next season's "styles." "Some dealers," writes Mr. Weinman, "seem inclined to overdo the display of advertising material by having their show windows and departments fairly plastered with it. This makes a very confusing jumble of advertising, which does no one any good. In one hosiery department I found cards advertising no less than eight advertised brands. Such a clash leaves the customer perplexed as to what to buy, and a question might well be raised as to the value of the material. This condition, which is not true, of course, with the better stores, can be largely guarded against if the material furnished is of an exceptional quality and unusually attractive."

And this is a fact. One of the most progressive haberdashers in New York, a man who owns several stores and is a keen student of the effectiveness of store advertising material, mentioned an incident which proved it. Said

he: "It is strange how one will change his estimate of advertising material he is using in his store when he receives something that is striking. Take that velvet banner hanging over the hosiery department—the red Onyx pennant—a blue-and-orange felt banner advertising Ide's "Silver Brand" Collars used to hang there, and I thought it was pretty fine until this velvet-and-gold banner came along and it didn't take me long to pension the felt one off."

On the other hand, one of the prominent haberdashers in Newark, handling a wide assortment of advertised products, favored the felt banner. A blue "Lion" Brand Collar pennant hung near his door, and, when asked which he preferred, the velvet or the felt, he replied: "I think they are both good, but the felt pennant seems to attract a good deal of attention, especially from high-school students. Most students collect pennants and ask for them when making a purchase. You wouldn't believe it, but five have asked me for that 'Lion' pennant as soon as I am done with it." This same dealer told a similar story about the "Stetson" calf-skins. It seems to please the dealer when anything is furnished which brings people into his store, if only to ask favors.

It is the old story of the survival of the fittest, and the god of profit is kindest to the advertiser who can get a new note into his dealer helps. That is why it pays to keep tab on new developments and keep the material up to the minute. It may cost a trifle more, but it means preference and longer advertising life for the material.

#### Sigwalt With Federal Truck

H. T. Sigwalt, formerly with the Corrugated Paper Company, of Fort Wayne, Ind., has become advertising manager of the Federal Motor Truck Company, of Detroit.

Russell A. Lewis, for many years associated with the advertising department of the Frank A. Munsey Company, has become a member of the advertising staff of *Harper's Bazar*.

## Where Beer Costs \$5 the Bottle—

Seventy miles north of the Arctic Circle, at Wiseman, Alaska, is located the farthest-north placer mining camp.

In winter, the 400 miles separating it from Fairbanks, Alaska, is traveled only by dog sled.

They are using and buying equipment and supplies right along up in Wiseman. But traveling expenses on that 400-mile dog-sled trail would run almost prohibitively high for a salesman.

But—

Up in that northern camp, there are three subscribers to THE ENGINEERING AND MINING JOURNAL, and the manufacturer who advertises in the JOURNAL "visits" the buyers up in Wiseman regularly.

There are places just like Wiseman, Alaska, in every corner of the metal-mining world.

You never know they exist; neither would we if we did not constantly have forty-five subscription-getters out looking for them.

Get your message to Wiseman—it pays.

## The Engineering and Mining Journal

Published by the

### Hill Publishing Co.

The Hill Building, New York City

Also publishers of *Engineering News*,  
*American Machinist*, *Power* and *Coal Age*.

All Members of the A. B. C.



## What Makes a Good Trade Name? The Share of the Salesman in the Campaign

**A**CCORDING to the trade-name list just issued by the National Paint, Oil and Varnish Association, there are about 7,000 registered names, mostly applying to paints and varnishes, on record. The list is complete to August 15, 1914, the publication comprising sixty-eight pages, and the list being classified according to time of registration, date of first use, class of goods and names and locations of registering manufacturers. The registration bureau of the association has adopted rules in conformity with the requirements of the Patent Office, and is gradually educating the members of the association to the selection of trade names which can be protected legally. It has published the following suggestions on this subject:

Adopt and use only an original word or title.

Do not use anything which is so near an imitation of a trade name already in use as to create a likelihood of deception or trade confusion.

Do not use geographical names or terms.

Do not use terms which indicate quality, kind or place of origin, or which others have an equal right to use.

Do not use the name or portrait of any living person as a trade name or for advertising purposes, without the written consent of such person first obtained.

Do not use the flags, coats of arms, escutcheons or national emblems of this or any foreign country in connection with trade names.

### President Alpha Portland Cement Company Dies

A. F. Gerstell, president of the Alpha Portland Cement Company, at Easton, Pa., died suddenly from heart failure, October 16. Mr. Gerstell was a man of vision and a typical example of the aggressive manufacturer converted to the cause of advertising. The Alpha Company had recently entered the ranks of national advertisers with S. Roland Hall as advertising manager.

"No big advertising success—outside of mail order campaigns—has ever been brought about without taking steps to link up the advertising with the sales force," declared C. W. Hoyt, the New York Advertising agent to the Representatives' Club in New York Monday.

In planning campaigns he said he had found that salesmen should be given more consideration than was generally accorded them. In his estimation they should be furnished with complete portfolios showing the campaign, with circulation of the publications to be used by city. This he said would allow the salesman to show the dealer just what the local effect of the advertising would be. He also advocated a get-together meeting of salesmen before the campaign began to sell them on the idea of getting dealers to put up store signs to link the store to the advertising. The salesman should also be furnished with the names of all dealers on the mailing list, and given instructions to call on them before leaving town. Lastly some special report should be required of the salesman which would show just what he is doing every day to help along the advertising.

Mr. Hoyt also spoke of sales contests for salesmen during a campaign. He said he was opposed to contests for money. "Salesmen, are boys grown up," said Mr. Hoyt, "and on the theory that all boys like a game in which there is an opportunity for one to out-do the other, they like sales contests. It's the same with yourself, you can generally play a better game of golf when there is someone to play with, than when you are forced to play alone."

J. W. Gannon, of the Royal Baking Powder Co., also spoke on the comparative value of different advertising mediums.

### Philadelphia "News-Post" Discontinued

The publication of the *News-Post*, the Philadelphia member of the Scripps-McRae league of newspapers, has been discontinued. The first issue of this newspaper appeared April 10, 1912, since when it appeared without interruption. A Sunday edition was published for a time during the initial stages of the European war.

H. B. Clark, of Los Angeles, president of the company, in connection with the suspension, stated: "Philadelphia is a good town, but we didn't put up the paper in the way to make people buy it. It was not a failure. All our bills are paid. We have just quit, that is all. We came here without any preliminary announcement, and we are going out the same way."

Honoré Willie has been appointed managing editor of the *Delineator*. She has been a frequent contributor to the magazines, both of fiction and also of articles of a more serious nature bearing upon sociological and political subjects.

## Criticises "Saxon" Trade-Mark

M. C. PETERS MILL COMPANY  
Omaha, Neb., Oct. 10, 1914.

Editor of PRINTERS' INK:

I have read with considerable interest the first article in your issue of Sept. 17th with reference to the selection of the name "Saxon" and the design in connection with same, and if my criti-

attached to the design, as in figure C.

Again, gathering from the article that "Saxon" is supposed to denote speed, etc., think this is detracted from by the style of the letters, which might be termed "pigeon-toed," and on that account they give the general impression of slowness or sluggishness, rather than speed.

I also think that the underscoring of the word "good" is superfluous and that this would be better if it read, "A good car—low priced," immediately connecting the words "good" and "car."

A. D. PETERS,  
Sales Director.



cism is in order, beg to say that figure E, which I note was the final selection, impresses me as follows:

The bold, large letters in the word "Saxon" seem to make it top heavy for the balance of the cut. Also the "S" and "N" are hanging in mid-air, so to speak, and the word is not firmly

## Poor Richard Club's New Officers

The Poor Richard Club of Philadelphia held its annual election of officers at the clubhouse Monday, Oct. 4th, and chose the following: R. H. Durbin, president; Louis Kolb, W. Atlee Burpee, M. F. Hanson, Wm. F. Fell and Edwin Moore, vice-presidents; Theodore E. Ash, secretary, and George C. Allen, treasurer. A new board of directors was also chosen comprising Jarvis A. Wood, George W. Jacobs, Thomas Martindale, Harry Gatchell, Wm. J. E. dridge, Thos. E. Elcock, Jr., George Nowland, C. H. Graves and Rowe Stewart. The Poor Richard Club intends to send a big delegation to Chicago next year to bring the 1916 convention of the Associated Advertising Clubs to Philadelphia.

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

## How a Mail - Order House Picks Mediums

Space-buying Methods of an Ex-Advertising Solicitor Who Has Built Up a Big National Business in Three Years—A Suggestion that Increased Publication's Pulling Power 150%

THREE years ago two men who had spent the best part of their lives selling advertising decided to go into the mail-order business. In a small room, scarcely 20x50, they started in to practice the merchandising principles which they had been preaching. To-day Perry, Dame & Company occupy five large lofts of a New York building, and after a space of three years have performed the feat of "turning the corner." The appropriation for the coming season will be three times as large as it was last—and this in spite of the war.

The tests used by the company in picking the list of mediums will be of particular interest. C. A. Gordon, the treasurer and general manager of the company, was interviewed by a representative of **PRINTERS' INK** and he told the story of how these tests were applied.

"Assuming that the only certain test for judging a medium is that of annual sales, what methods do you use to pick mediums which offer the greatest chance of 'making good,'" Mr. Gordon was asked. "Do you use those which carry considerable mail-order advertising, or do you build your annual lists regardless of that, adding new mediums on the basis of circulation quality?"

Mr. Gordon turned the question over in his mind a few moments, and then replied: "Of course, we are influenced by any sound argument. But the final test which we apply to a medium is the editorial test. This is particularly true in agricultural and general magazines, and I believe that the same test can be used most profitably by general advertisers as well as mail-order houses.

"To explain just what I mean

by an editorial test," continued Mr. Gordon, "I will go back three years, when we were confronted with the task of compiling our original list—a rather vital undertaking to anyone about to launch a mail-order campaign in a difficult and hard-fought field like ours.

"In my old work I used to lay a great deal of stress on the desirability of reaching people when they were in a buying mood. It always seemed to me that this was the prime factor in determining cost of inquiries. So, quite naturally, when we started in selling New York styles by mail we based our tests of mediums on that quality. What kind of editorial matter did the paper publish? Would it put the reader in a buying mood? This analysis, combined with such points as quality of circulation, distribution of circulation, percentage of renewals, and evidence of reader responsiveness, decided what papers we would turn down and what papers we would take on."

### HANDLING SOLICITORS

"But how do you apply this test?" Mr. Gordon was asked.

"When a solicitor comes to us to sell his medium," he replied, "he always gets a welcome—that is, if he knows his business. I never had any use for an advertiser who regarded alert salesmen as a 'nuisance' when selling advertising, and I have not changed my views since. Of course, there are exceptions, but some of the best ideas we have used originated in talks with representatives of different publications.

"Having been on the other side of the fence, I tell the boys frankly that my time is at a premium and I have no time to listen to stereotyped sales talks. When they start in to tell me about how many lines of advertising they have gained over last year, the average wealth of their readers, and other data about circulation I explain that this is information which I expect to secure in published statements—either in the advertising publica-

(Continued on page 33)

# The Advertising Agency

THE views of this Company upon the service needed by an advertiser and what he should look for in his agent, the agent's compensation, etc., have been stated in two articles by the Advertising Director which appeared in issues of *OBITER DICTA*. There have been many requests for copies of these for reference.

A few back numbers remain on hand. We shall be glad to send a set of these to any one who is interested, as long as they last. Application should be made to

ADVERTISING DEPARTMENT  
THE CURTIS PUBLISHING COMPANY  
1 MADISON AVENUE NEW YORK CITY

# Creative Adve

When you see an advertising agent advertising his own business you can be pretty sure of two things:

First, he is a *creative* agent. That is, he is not engaged in a sub rosa attempt to "swipe" his brother agent's accounts, but is seeking, in the broad light of day, the clientage of manufacturers whose sales he can build up through the aid of the printer.

The following is a list of advertising agents who have advertised their own business in PRINTERS' INK since January, 1913

## A

Allen Advertising Agency  
Arkenberg-Machen Company  
Collin Armstrong, Inc.  
F. Wallis Armstrong Company  
Atlas Advertising Agency  
N. W. Ayer & Son

## B

Ballard Advertising Agency  
Bates Advertising Agency  
George Batten Company  
Bayer-Stroud Corporation  
Berrien-Durstine, Inc.  
Birch-Field Company  
Blackman-Ross Company  
Harvey Blodgett Company  
Boston News Bureau  
Brackett-Parker Company  
George W. Bricka Adv. Agency  
P. C. Burton & Co., Ltd.

## C

Calkins & Holden  
Calumet Advertising Service

## Capehart's Methods

Charles Advertising Service  
Cheltenham Advertising Service  
Nelson Chesman & Company  
Churchill-Hall  
Wendell P. Colton Company  
Commercial Natl. Adv. Agency  
Cooper Advertising Company  
Crosby-Chicago, Ltd.

## D

D'Arcy Advertising Company  
Paul E. Derrick Adv. Agency  
Desbarats Advertising Agency  
Donovan & Armstrong  
Dorland Advertising Agency  
Dunlap-Ward Company  
George L. Dyer Company

## E

George F. Eberhard Company  
Erickson Company, Inc.  
W. L. Erwood, Ltd.

## F

Federal Advertising Agency

There is still another moral which, with due humility we have reserved for the last paragraph of this advertisement. That PRINTERS' INK should be selected by so many of the leading experts in the

# Printers' Ink Publ

[Members of Audit Bureau of Circulations]

# Advertising Agencies

word and whose interests he is specially qualified to serve. Second, the advertising agent who advertises his own business exhibits an abiding faith in advertising, per se. That is, his observation of successes achieved by his clients through advertising has been such that he is inclined to apply to himself the remedy he recommends to others.

Fernberger Adv. Agency, Inc.  
Richard A. Foley Adv. Agency  
Albert Frank & Company

G  
H. Gagnier, Ltd.  
J. J. Gibbons, Ltd.  
M. P. Gould Company

H  
Rudolph Guenther  
Heller-Bernham  
Charles W. Hoyt, Inc.  
Hutcharm Adv. Agency

J  
Johnson Advertising Corp.

L  
Lee-Jones Advertising Agency  
H. E. Lesan Adv. Agency  
Lord & Thomas

M  
Hugh McAtamney Company  
H. K. McCann Company  
McConnell & Fergusson  
W. D. McJunkin Adv. Agency  
Mahin Advertising Company  
Matos-Menz Adv. Company  
Miller Advertising Company

Mumm-Romer Company

N  
Nichols-Finn Adv. Company

O  
O'Malley Advertising Company

P  
John O. Powers Company  
Procter & Collier Company

R  
Rowlatt Advertising Agency  
Ruthrauff & Ryan

S  
Schurman Advertising Service  
Frank Seaman, Inc.  
Sherman & Bryan, Inc.  
H. Sumner Sternberg Company  
Street & Finney

T  
Taylor-Critchfield Company  
Thomas Advertising Service  
J. Walter Thompson Company

W  
Williams & Cunyngnam  
Wrigley Advertising Agency  
Wyckoff Advertising Company

advertising business as their medium of communication to the advertising world is a highly significant contribution for which we here record our appreciation.

12 W. 31st St.  
NEW YORK

# CHRISTMAS



Turn your family clock back twenty years or so.

You are 8 to 14 years old.

It is the first of December.

How long the days are!

Will Christmas never come?

It will!

It did!

It does!

And millions of youngsters will look forward to it this year with the same old eager longing you used to know.

As an advertiser what are you doing about it?

Remember that Christmas loosens the tightest purse strings.

Remember that the real Christmas home is the St. Nicholas home; the real Christmas magazine, St. Nicholas.

Last December's St. Nicholas carried more advertising than any other issue in its history. This year's should beat that.

Editorially this Christmas' St. Nicholas will be a wonder. Already stories are scheduled from the pens of

**Mrs. Frances Hodgson Burnett,**  
author of "Little Lord Fauntleroy."

**Ralph Henry Barbour,**  
author of popular books for boys.

**Alice Hegan Rice,**  
author of "Mrs. Wiggs of the Cabbage Patch."

**Hildegard Hawthorne,**  
daughter of Nathaniel Hawthorne.

**Thornton Burgess,**  
author of "The Bed Time Stories."

**Elaine Sterne,**  
winner of the \$1,000 motion picture prize.

We have originated a merchandising idea for the advertisers in this number that will concentrate the Christmas demand upon their products in very definite, concrete, certain form.

Please send copy now, orders anytime.

## ST. NICHOLAS



tions which I subscribe for or from typewritten reports gotten up for me especially. If they have any constructive thoughts about building our business which might involve their publication, they are welcome to discuss them with us, but we have no time in this office for order takers, the fellows who drop in and ask if you are not going to add their medium to your list this fall, and then, when you say no, talk war for fifteen minutes and disappear until next list time.

"If a man shows any intelligence, and seems to have a good working knowledge of his publication, as well as our business, he gets an opportunity to 'sell' us, because we want to unearth all the mediums we can that will return satisfactory dividends on our investment. We are just as anxious to develop good mediums—more so—than we are to get new customers. Our strength largely depends on the productiveness of our list.

#### BUSINESS ARTICLES ESSENTIAL

"If the publication looks as though it ought to pull—or, in other words, if the representative 'sells' us, or 'sells' our agent, who in turn 'sells' us—then we apply the editorial test. We find out what percentage of articles on business subjects that magazine or farm paper is publishing. Sometimes we do this through a third party, but quite often we insist that the publisher furnish us with a typewritten list of business articles which have appeared in the last year. Experience has taught us that articles of this nature stimulate inquiries because

they put the reader in the buying mood.

"For example: the first year we were in business we used a paper which had a large small-town circulation. It was extensively used by general advertisers, who found its widely distributed and immense circulation effective in stocking dealers. It ought to have been a great producer of catalogue inquiries but it wasn't. From a 'cost-per-in-

### Order Your New Coat from This Page and Save Money

THESE coats were selected from the wonderful Perry-Dame Money-Saving Catalogue, and are positively the greatest cost values ever offered the Women of America.






Have you your copy of this book? If not, write your name and address on the coupon at the lower left hand corner of this page and send it to us, and your copy will be sent you entirely free.

**Perry, Dame & Co.**  
100 East 42nd Street  
New York City

**PERRY, DAME & CO.**  
100 East 42nd Street  
New York City

COPY THAT PRODUCES BUSINESS IN SMALL-TOWN MEDIUMS

quiry' basis it was one of the poorest on the list. Naturally when we made up our next list it was dropped, and the usual howl went up from the publisher.

"Now to us it seemed that there was only one reason why that paper didn't pull, and that was because its editorial department was one of the type which utterly ignores the business side of life. Articles dealt with every conceiv-

able thing except the business side of a woman's life, spending and saving and buying. Naturally by the time the reader had gone over it she was thinking of everything else except buying.

"We felt so sure of this that we made the publisher a proposition. We told him if he would agree to run occasional articles on business topics—he *didn't even have to mention the mail-order business*—we would go into it for another period. He took us up, and to-day that paper is one of the best on our list.

#### THE HELP ADVERTISERS NEED

"Now this only goes to show what an influence the editorial matter exerts on the advertising column's productiveness. That is why I say both mail-order advertisers and general advertisers would do well to be influenced by the editorial policy in choosing mediums—and I might add right here that there is a decided tendency to-day among publishers in both the farm and woman's field to help the business department in this way.

"When I speak of this to representatives they often tell me that their management takes great pride in the fact that the business and editorial departments are absolutely divorced. They will argue that because of this their publications enjoy great reader confidence, and are thus better mediums. But I can only point to my records.

"Of course, I don't for a minute expect, nor would I advocate, a publisher turning his paper into a house-organ for advertisers. I would hesitate to use a paper that betrayed its readers' confidence by giving advertisers write-ups. But we feel that, by choosing subjects which will turn the reader's mind into buying channels, the subscriber is provided with just as readable and even more helpful material than a lot which runs, and at the same time the advertiser is served. That is the kind of editorial matter we look for and what guides us in making the final choice."

Another point brought out in

the interview with Mr. Gordon was his attitude on the cost of inquiries. A mail-order house invariably determines the mediums to be used by that standard. The mediums or methods which show the greatest number of inquiries at the lowest cost per inquiry are generally favored. Not so, however, with Perry, Dame & Company.

"The great fundamental in mail-order success," said Mr. Gordon, "or success in any other line, for that matter, is confidence. The Eighth Avenue furniture house can sell its chairs without confidence. The buyer can see, or imagine he sees, the value he is getting for his money. But in our business the woman sends her fifteen dollars away to New York, trusting in our reputation, or rather her idea of our reputation.

#### BUILDING GOOD WILL QUICKLY

"So it is our play to do everything possible to make sure that her impression of our responsibility is everything that could be desired. That is why we confine ourselves to magazine advertising for getting inquiries for our catalogues instead of circularizing, although we do plenty of that after we get the inquiry. No doubt we could get inquiries for catalogues cheaper by some sort of a clever mailing-card, but in the long run it wouldn't pay. The fifty thousand dollars we spend in a circularizing campaign is not visible to anyone but the post-office and ourselves; but when we put fifty thousand dollars in the magazines everybody knows it and says: 'Perry, Dame & Company must be doing a big business these days, look at the way they are advertising.' When they say that, we have accomplished the first and most difficult step in making the mail-order sale—we have created confidence. And when you set out to buy confidence you have to pay the price for it; you have to make up your mind to spend money and plenty of it. There are no fire-sales when it comes to buying that much-sought article." And these were no idle words, for it will

be remembered that the Perry, Dame appropriation has been tripled for the coming year.

Inquiries for these catalogues are secured through advertising in the following publications:

*Butterick Trio, Farm and Fireside, McCall's, Woman's World, Pictorial Review, Farmer's Wife, Ladies' Home Journal, People's Popular Monthly, Mother's Magazine, Farm Journal, Housewife, Home Life, People's Home Journal, Modern Priscilla, Gentlewoman, Successful Farming, Farm and Home, Christian Herald, Farmer's Mail and Breeze, Today's, Missouri Valley Farmer, Comfort, Farm Life, Boyce's Weekly and Nebraska Farmer.*

#### DIFFERENT COPY FOR DIFFERENT PAPERS

This list, Mr. Gordon explained, varied with the checking records and the business conditions in different sections. The advertising plan is to concentrate on territories offering the best selling opportunities. For that reason a close tab is kept on crop and financial conditions in the various markets so that the advertising can be properly directed. The copy, too, varies to suit the circulation of the several papers on the list. To these, and other intensive methods, the company gives a large share of the credit for the satisfactory results from its advertising.

After talking to Mr. Gordon one cannot help but feel that advertisers who send the third assistant copy-writer out to "get rid" of the solicitor are overlooking a bet. While unquestionably many of these solicitors are what might be called "foot-workers," still there are many capable "head-workers" in the ranks. Not a few of them, had they the capital and inclination to prove it, have broad business perspective and valuable merchandising ability to head successful businesses of their own. This is illustrated in the case of Perry, Dame & Company. Obviously the counsel of such men is well worth heeding, if not going out of the way to get.

### Good Reason for These "Advertising Failures"

"The Most Unprofitable Piece of Advertising Ever Put Out" was the subject of a symposium to which members of the Cincinnati Advertisers' Club contributed at last week's meeting.

Some very unusual and interesting specimens of poorly-constructed and badly-arranged advertisements were shown, but the winning instances, according to a straw vote of the members, were produced in the discussion on the subject.

One instance was that of a product advertised with apparent success for years at five cents, which was subsequently found by the manufacturer to be a dead loss at that price; and, it being found impossible to raise the price successfully, the article was withdrawn from the market.

Another instructive instance, showing the fundamental principle that it does not pay to advertise unless the goods are worth while in every respect, recited the futile efforts of a concern to place on the market, through advertising, an article which proved to be practically worthless.

### Is This the Sales Trouble?

PLYMOUTH, ENG., Sept. 26, 1914.  
Editor of PRINTERS' INK.

Reference is made in your issue of 10th inst., on page 93, to a new type of watch bracelet; and it is said that the public has not taken hold of the watch bracelet as vigorously as had been expected.

I think I can throw a little light on this matter, which, in my opinion, gives the reason. I know two typists who wore them, but have now abandoned their use. The watches they wore could not be relied upon to keep correct time when in use on the arm. When left at home in rest the watches speedily recovered and kept excellent time. The conclusion was that the jerking of the wrist was the cause of the effect on the watches. If this is a correct conclusion, then it would follow that others than typists would come across the same trouble from the constant movement of the hands common to all of us.

FRANK MABIN.

### Here Is a New Food Product, Perhaps

The Department of Agriculture has applied for a public service patent for making table syrup from apple juice. The patent will become the property of anyone who desires to make the syrup. One gallon may be produced from seven gallons of cider.

A cider mill in the Hood river apple country is now engaged in producing the syrup commercially, assisted by the government chemists, and the product will be marketed through retailers over a limited area.

The new product, if commercially available, will suggest a means of disposing of the surplus apples when there is a "bumper" yield, and will also give an outlet for culls and windfalls.

## Campaign Planned to "Take Hold" Quickly

AN analysis of the fourteen-week newspaper campaign recently launched by A. Krolik & Company, of Detroit, to get quick home distribution for their new "Lackawanna Twins" children's underwear, brings out several interesting points in connection with quick-action plans and copy.

The most suggestive angle to the campaign is the way in which



*The Lackawanna Twins now stand.  
Before the water works in grand—  
They're having our "hot times" for fair.  
In Lackawanna Underwear*

Children's underwear of the average type shrinks to such an extent that it soon becomes unweareable. It rips and ravel and loses its shape. Purchasing it is an absolute waste of money.

### LACKAWANNA TWINS

is a new kind of underwear which is guaranteed, absolutely, not to shrink or become unweareable. It will wash easily and give entirely satisfactory service. The sizes are scientifically correct. Every garment fits liberally. There is no shrinking at any point.

Made of carefully selected and fine linen weaving "twins" and softening to the skin. Mothers who do much or over-garment quality will purchase Lackawanna Twins.

50c to \$1.00

J. L. HUNTER  
The Henry Blackwell Co.  
Leo Kirschner Co., Ltd.

For Sale by  
BRANCH BROS.  
WALTER J. HALLER  
O. F. HALLER  
ANGUS LUTHER, JR.  
WYOMING, N.Y.  
AND OTHERS

A. KROLIK & CO.  
Wholesale Distributors.

### HOW THE TRADE CHARACTERS FIGURE IN THE COPY

the name has been selected and linked up with the trade characters. While the association of the name of a railroad with a child's under-garment has little selling value, the Road of Anthracite is so well known that it has distinct advantages from a copy point of view. By using lyrical jingles similar to those which have become almost synonymous with the advertising of the Lackawanna and its trade character. Phoebe Snow, a note of interest is added to the copy. By the creation of trade characters which

will at once appeal to the child, as well as the mother, and at the same time display the garment, attention value has been added to the interest, and the first steps of a quick-acting campaign are fulfilled.

Provision for quick distribution has been secured by listing the names of dealers in the copy. This localization of interest, backed up by illustrative features which show the twins visiting various points of interest in the city in which the advertising is running, exerts a strong pressure.

The copy itself seems calculated to impress parents favorably. Washing-direction tags, box tops and labels have been given advertising thought and woven into the plan.

According to a representative of the company the campaign, although having only just started—the first ad appeared September 7—has already demonstrated its pulling power.

### New York Trade Press Meeting

The subject discussed at the first meeting of the New York Trade Press Association, held at the Hardware Club last Friday evening, was the recent convention of the Federation of Trade Press Associations at Chicago.

President M. C. Robbins of the Association gave a general report on the convention. John Clyde Oswald, the newly elected president of the Federation, outlined the policies and plans for the coming year.

Charles T. Root, of the *Dry Goods Economist*, read the publishers' symposium.

The report of the editorial symposium was read by David Beecroft, of the *Class Journal Publishing Company*.

A report of the advertising symposium was given by Franklin T. Root. S. T. Henry read the report of the circulation symposium.

Among the other speakers of the evening were Grant Wright, of Philadelphia, secretary-treasurer of the Federation, and B. J. Doyle, manager *Key-stone*, of Philadelphia.

### D. M. Linton Leaves "O-Cedar"

Deane M. Linton, who handled the advertising of the Channell Chemical Company (O-Cedar products) for the past three years and later was advertising and sales manager of the same company, is now with the J. Walter Thompson Company, Chicago.

**Collier's campaign to win for American goods the respect and prestige to which they are entitled has met with quick response and enthusiasm from manufacturers, merchants, chambers of commerce, newspapers, advertising men and a wide variety of readers.**

**Collier's will continue this campaign indefinitely—for one year, or as many years as may be necessary to make the American label mean what it should mean to Americans.**

It is no hysterical appeal to American prejudice—masked in the guise of patriotism—but a carefully considered campaign of facts calculated to give American readers a new and true view of their own opportunities—a campaign to substitute a reasonable preference for an unreasonable prejudice.

**Many advertisers are planning to take advantage of this campaign. Are you?**

Collier's forms are closing every week—and every time they close, they close on opportunity. The November 14th issue closes October 24th.

## COLLIER'S THE NATIONAL WEEKLY

*H. G. Hammerstein.*

[Advertising Manager]

### COLLIER'S CIRCULATION ISSUE of OCTOBER 3RD

Printing Order .....809,000  
Gross .....804,440  
Net .....787,518  
Net Paid .....775,849  
Member A. B. C.

### SEE AMERICA FIRST A Phrase That Has Acquired New Meaning

is the heading of the fifth page in Collier's "Made In U. S. A." campaign.

"The Trawler," by James B. Connolly, First Prize Winner in the \$9,500.00 short story contest. Both in the October 31st issue.



## Wants Flour Uses Advertised

SOME members of the flour trade believe that the manufacturers of cereals of various kinds have won the public away from the consumption of flour products to such an extent as to be hurtful, and are suggesting creative advertising as a means of recovering the lost ground. W. H. Marshall, secretary of the Southwestern Missouri Millers' Club, recently sent out the following communication to members of the organization on that subject:

"Cereal products have made inroads upon the consumption of flour. There are numerous so-called breakfast foods the use of which is also making them lunch and dinner foods, to the greater or less exclusion of flour. Manufacturers of cereal foods, as well as of foods in general, continually strive for a new method of culinary preparation in which their products form a prominent part. In well-directed advertising the public is invited to try these well-established products in preparing a dainty dish of late discovery.

"With systematic precision a high class of advertising has progressed until cereal products, as well as many other food products, have, in a measure, lessened the use of flour, the most important of them all. Thus there are on exhibition the forces of one kind of advertising arrayed against another kind.

"The manufacturer of 'the staff of life,' a food product that can be used in many ways unknown to consumers and little thought of by manufacturers, seems content to spend large sums annually for advertisements, to say nothing more than, 'My flour is better than the other fellow's.' If cereal product manufacturers had relied upon such a policy, the public would have known but little of the use of the numerous cereals and would have cared less.

"If millers would make clear to the public the various inviting dishes possible to be made in which flour is a conspicuous por-

tion, the heart of the public would be touched. The nearest route to one's heart is through the stomach, and, in nowadays affairs, the public desires to know what tempting morsels can be made of flour besides bread, cakes and pies. There are numerous ones who have forgotten about the 'puffs' of childhood days long ago displaced by cereal products. There are hundreds of uses to which flour could be put, but consumers do not figure out these things. These uses are for manufacturers to figure out and then tell the public about them, and, along with that information, tell the public how perfectly delicious the dish would be if made with a particular brand of flour.

"Advertising is an art to the extent that it must convey some new thought to the reader, and must drive the new idea home. Eighty per cent of all advertising, it is said, is lost because of the failure to impress the reader with a new thought.

"Millers could make all their advertising pay if they would locate the numerous foods possible to be produced with flour and properly present these ideas to the public. New ideas are matters of public interest, hence it is reasonable to believe that as a result of such a campaign not only can individual millers benefit their business, but the general consumption of flour would be increased per capita."

## Campaign on Dyes

The Monroe Drug Company, Quincy, Ill., has started a newspaper campaign in Chicago on Putman's Fadeless Dyes. The campaign is built around the idea of educating the public on how to dry-clean at home. The copy is illustrated with black and white drawings of gloves, feathers, yokes, cuffs, laces, etc., to show how simple is the process of home dry cleaning at about one-eighth of the professional charges.

## Gaylord Publisher of American Farming

Duane W. Gaylord has sold his interest and severed his connection with *Better Farming* to devote all his time to the publishing of *American Farming*, established in Chicago in 1906.



## What Advertising Best Expresses the "House"?

A Test of Copy Policy Suggested by O. C. Harn, of the National Lead Company—Various Definitions Reviewed—Joseph Appel, of Wanamaker's, Revives Project of Advertising Building

**WHAT** is advertising "up"? Answering this at the first fall meeting in New York of the Sphinx Club last week Tuesday, O. C. Harn, of the National Lead Company, said he did not believe that only advertising which has a distinct uplift tendency was advertising up. He did not believe that because the National Lead Company ran copy which showed people how to make their homes more beautiful, or because the Standard Sanitary Mfg. Company used copy which raised the sanitation standards of the community, that this was necessarily advertising up. Instead he offered this definition: "I should say that it was this: Does the advertising represent a concern whose business life is upwards, and does its advertising correspond? Is the product beneficial to mankind, and is it exactly represented in the advertising?"

Mr. Harn based his talk on an article which he mentioned as having appeared a few weeks ago in *PRINTERS' INK*: an article by Felix Orman, formerly of the Quoin Club. "I wish to take the admirable thought which has been launched," said Mr. Harn, "and see if I cannot show that there is a deeper significance in this idea of 'advertising up.' Advertising has been called epigrammatically 'salesmanship on paper.' A misleading definition, but I shall not discuss that point. It has been called an endeavor to influence the minds of others by means of the printed word. A much better definition but doubtless imperfect. Perhaps you have in your mind a better definition. In any case most definitions of the kind illustrated might be termed trade or professional defini-

tions. What we need for the present discussion is a sociological definition. Permit me, then, for our purpose to describe advertising as 'the business concern's voluntary expression of its own individuality.'"

Mr. Harn went on to explain his definition: "But there is another mode by which the inner man expresses himself to the outer world. It is by words. A man tells you his thoughts on religion, and you understand something of this man in relation to his God. He expresses his views on politics, and he establishes a certain character as a citizen. He talks understandingly about the work of Van Dyke or Velasquez, and you ascribe to him an æsthetic place. Thus a man advertises himself first by his acts and second by his words. A business house does no less."

### WHAT "ADVERTISING UP" IS

Then, after showing the similarity between the person and the business house, Mr. Harn declared: "But the advertising is not character. It is but an expression of the character which is innate to the house. Whether or not advertising shall be advertising 'up' depends, it seems to me, on whether or not the man or business is *living upwards*. What a new and broad view is opened before us! 'Advertising up' is the straightforward advertising of a concern whose business practice is upward; whose service to mankind is a benefit, and whose offer of that service has in it no deceit."

Later in his talk Mr. Harn said: "What is the net result of all untruth, ranging from petty deception or carelessness of statement up to the rankest of lies? Disbelief. Distrust. Nullifying much of our best efforts to do good. Have I put it too strongly when I have said: The biggest thing that advertising could do to lift society upward would be to be honest? . . . Let us look severely on every advertisement we print and ask ourselves not: 'Can I by any means justify that assertion?' but rather, 'Can this



statement by any means be misunderstood by any reader to his hurt?"

A great advertising building, perhaps bigger than any office building in the world, which would house the advertising and allied interests in New York, was the proposal made by Joseph H. Appel, advertising director of Wanamaker's.

#### ADVERTISING BUILDING SUGGESTED

Such a building, Mr. Appel believes, would weld together all the advertising interests, eliminate jealousies, assure co-operation and "unify and solidify the mutual interests of advertising." His idea is to have the Sphinx Club, which he described as the father of all advertising organizations, initiate the movement. The financing of it, he declared, would look after itself, inasmuch as capital seeks investment where at least half of the leases are assured.

"There has been attempts to build such a building here," said Mr. Appel. "They have failed. But in weaving the great circle of life, we begin on failures. We begin at the end. And where we end others begin anew and build onwards and upwards."

An interesting incident of the address was the method used to visualize the project to the members. At the right time the lights were lowered, the flag which was covering a bulky object at one end of the speakers' table was snatched off, and a miniature building, ablaze with electric light, was shown "in the arms of the Sphinx."

After the applause had died down, Mr. Appel went on to explain the make-up of such a building as he conceived it:

"This advertising building will be the world-home of advertising.

"It will permanently house all the advertising clubs of New York, each still maintaining its identity and individuality.

"It will be a New York home for visiting advertising and business men from all parts of the world.

"It will contain a huge auditorium for advertising and kindred conventions and for educational business lectures.

"It will contain a vast banquet hall for advertising dinners.

"It will have a great restaurant for daily use.

"It will have a great advertising library and statistical bureau. It will have a paid secretary and business organization.

"It will have room for all advertising agencies, all magazine and newspaper representatives, all advertising interests that care to share its advantages."

The building investigation committee appointed by President H. C. Brown consisted of Joseph H. Appel, chairman; Paul Meyer, publisher of *Theatre Magazine*; George Ethridge, of the Ethridge Company; A. C. G. Hammesfahr, advertising manager of *Collier's Weekly*, and R. F. R. Huntsman, advertising manager of the Brooklyn *Standard Union*, secretary.

#### Death of C. E. Whittlesey

Curtis E. Whittlesey, secretary and until recently treasurer of the McGraw Publishing Company, Inc., publishers of the *Electrical World*, *Engineering Record* and *Electric Railway Journal* in New York City, died Friday, October 9, at his home, 76 Prospect street, Madison, N. J. Mr. Whittlesey was in his seventy-second year. He was born in Genesee County, N. Y., where he engaged in business until 1890, when he came to New York City and associated himself with James H. McGraw in founding the present business. Mr. Whittlesey is survived by his wife and three daughters, Mrs. Carl A. Felt, wife of the Rev. Carl A. Felt, of Peking University, Peking, China; Mrs. James H. McGraw and Mrs. Robert E. Harned, wife of the Rev. Robert E. Harned, librarian of the Drew Theological Seminary.

In its issue of October 12, *Modern Merchant and Grocery World*, Philadelphia, printed lists of food products that are advertised in nineteen magazines of general circulation for October. The lists were printed for the purpose of showing retailers at a glance the products for which consumer demand is being fostered by manufacturers.

Francis Lawton, Jr., formerly business manager of Street & Finney and lately with the McClure publications, has joined the advertising staff of the New York *Tribune*.

## More Light on Bankers and Advertising

Comments on Last Week's Article, Entitled, "Advertising as a Bankable Asset"—Trade Journal Man Believes Woolley Laid His Finger on the Trouble—A Suggestive Experience

By Everit B. Terhune

Gen. Mgr. & Treas., Boot and Shoe Recorder Publishing Co., Boston

WHEN I began to read the leading article in the October 13 issue of *PRINTERS' INK* entitled "Advertising as a Bankable Asset," by Edward Mott Woolley, I had in mind merely to glance it over hastily. But I read every word of the article with keenest interest and many paragraphs twice. This is one of the strongest articles of the kind that has ever come to my attention.

New England to-day is being throttled—first, by her own conservatism; second, by the narrowness of her bankers.

Within only two or three weeks, I called upon one of our large shoe manufacturers in Lynn. Fortunately, for him, as well as for the *Recorder*, he is an independent, broad-minded fellow; knows he has good judgment and uses it accordingly.

During the course of our conversation, he said that he had recently made a statement of his concern's affairs to the board of directors of the bank with which he principally dealt. The directors, in running over the list of expenses on this statement, saw that several thousands of dollars were charged up to advertising. The president of the bank immediately said:

"Mr. A., we should advise you to cut out this foolish advertising expense. Your concern is a young, growing one, and you need the money for other purposes than for the purchase of advertising space."

Mr. A.'s reply was as follows:

"It is very true that my concern is a young, growing one, and the fact that it is *growing* we

ascribe largely to our legitimate use of advertising, and, furthermore, I intend to continue advertising, possibly to a greater extent this coming year than ever before. I believe in advertising; my partners believe in advertising; my salesmen believe in advertising, and I know that my customers believe in advertising. Furthermore, you do not stop to consider, Mr. President, that you yourself are heavily interested in a large shoe manufacturing plant right here in this very city; your business is not young, nor is it growing; your business has been losing ground steadily for the past ten years; to the best of my knowledge, you have spent no money in advertising during this period. That may possibly be one reason why your concern is to-day slipping backward. It is impossible to always put your finger on the direct results to be obtained from advertising, but I have a strong hunch that advertising has proved an invaluable ally to the sales end of our business, and I am not going to run any risk by cutting it off."

I sincerely hope that *PRINTERS' INK* will be able to give a broad circulation to the article by Edward Mott Woolley. I would like to have a copy of it go to every shoe manufacturer in New England.

## Announcement of National Campaign

The Kroehler Manufacturing Company, which makes bed davenport, has announced the details of a national advertising campaign which will include *Cosmopolitan*, *McClure's*, *Collier's*, *The Saturday Evening Post*, *Good Housekeeping*, *Pictorial Review*, *Hearst's*, etc. The company is backing up the advertising with a strong list of dealer helps, including moving picture slides, display and car cards, folders and electros. The company has factories at Naperville, Ill.; Kankakee, Ill.; Binghamton, N. Y., and Cleveland, O.

R. B. Sands has severed his connection with the Thomas Manufacturing Company, of Dayton, Ohio, to become general manager of the American Box Ball Company, of Indianapolis.

The H. K. McCann Company is placing advertising for the Come-Pack Furniture Company, of Toledo.

## Making the Clerk Work for Your Brand

Here Is an Account of Some Plans That Did Get Him Behind the Goods—Food Manufacturer's Missionary Men—Some Other Tactics That Have Been Successfully Employed

A GREAT many manufacturers of trade-marked, advertised goods (as well as makers of unbranded, unadvertised goods) who sell through the jobber-to-retailer-to-consumer channel are very much in the background as far as following a sale to its final point is concerned. The jobber is handled in good shape; the retailer is taken care of all right; but apparently the retailers' clerks are not taken into account very strongly in the selling scheme. What a mistake!

A few instances of where this taking good care of the sales clerks panned out handsomely in the shape of profits and permanently established business relations may throw the searchlight upon some delinquencies existing in the selling organizations of certain manufacturers.

### HOW MISSIONARIES WORK

An Eastern manufacturer and packer of food products—pickles, mustard, olives, sauerkraut, sauces, chow-chow, etc.—has adopted a plan which has proved resultful in getting the co-operation and good will of retailers and their clerks. This firm markets its products in three ways: First, it sells through the regular jobber-to-retailer-to-consumer method; secondly, it sells to its own brokers, spread all the way across the country from Portland to Pasadena, who in turn distribute the goods in the regular way, and, thirdly, the goods are sold direct to department stores, chain grocery stores and other large-buying retailers, who, the firm feels, are entitled to wholesalers' prices. (In passing it might be remarked that the no-quantity-discount policy is drastically enforced.)

This manufacturer packs his product under his own private label and also under the individual labels of his customers. Although the goods have never yet been advertised to the consumer direct—except in desultory instances of sampling, trading stamps, food-show work and some advertising in programmes, etc.—the firm realizes keenly the advantage of keeping the final point of contact between its products and the consumer, viz., the retailers' clerks, well "primed." To that end a force of missionary men is kept on the go continuously in different sections of the country, working equally strong with retailers and their clerks.

These missionary men, of course, make every effort to sell the dealers and then turn the orders over to the jobbers to be filled; but in every instance their work is, to a large degree, centered on making the acquaintance of the clerks and getting them to pull for the goods. The good points of the products are explained; the profit for their employers is pointed out and treated from the angle of impressing clerks with the fact that fat profits mean a more generously inclined boss, so far as salaries go; the names and addresses of clerks are secured, where possible, and from time to time the clerks receive little notes of thanks from the house for lending their co-operation and good will in the sale of the products.

### WORKING THROUGH BROKERS

The second plan carries clerk co-operation to what is very nearly the limit. It is done through the firm's brokers in different sections of the country. One broker in the South, let us say, will report to his firm that he has reason to believe that the sales clerks and dealers in a certain territory need "jacking up." That word is sufficient. The broker outlines what he thinks ought to be done and how much money is required to do it. Here is what he does. He lines up, under his personal supervision, a



## The "BRAVES" Knew Months Ago

they would land at or near the top, though they started from the bottom. Why were they so sure? *Because they knew their own resources.* How they must have hugged themselves when wise outsiders talked!

We on Today's have that same foreknowledge of success the Braves had. We know our magazine's resources—its vast body of *responsive* readers, surest guarantee of results. We KNOW that by the end of 1915 Today's will be among the leaders.

"We're not arguin'—we're *tellin'* you!"

**Today's Magazine for Women**  
Circulation 800000 Mostly in Small Communities



---

---

## *They Come Back and Back, and Back—*

---

---

**I**T is fairly easy to add new subscribers—there are various ways.

But what proportion of these come back the second year, and the third, and fourth, and fifth?

This is *one basic* test of a magazine's influence.

The Woman's Home Companion, with its wonderful "back of the book" departments, has renewed an almost unbelievable proportion\* of its readers year after year.

\* and I wish you would ask for the figures.

---

---

## WOMAN'S HOME COMPANION

Founded 1873

GEORGE D. BUCKLEY,

*Advertising Manager*

---

---

selected staff of specialty men to conduct a purely good-will campaign—not losing sight of orders, of course, where they may be found. This broker and his staff start out. They visit the dealers and their clerks in a restricted territory, make themselves known, and become as friendly as possible. They get up brief sales contests among the clerks (with the dealers' permission) and offer books, inexpensive jewelry and trifling sums of money as prizes. Then the names, home addresses and dates of birth of clerks are secured, wherever it is possible. Duplicate lists of these names are made up. One list comes under the heading of "Grocers' Clerks"; the other comes under the title "Clerks' Birthdays." The first list is divided under the names of the grocers by whom the clerks are employed; the second list is arranged according to days of the year, the cards giving the clerks' names, home addresses, dates of birth and employers' names. Each clerk, on his birthday, receives a neatly typewritten note, *at his home address*, personally signed by the broker, congratulating him on his birthday and wishing him happiness and prosperity for the coming year. The name of the product in the interest of which the broker is doing this work is gracefully, but unobtrusively, introduced into the note towards the end.

The effect of such intensive work can be readily imagined. It personally flatters the clerks; it unloosens a tide of good will in them towards the broker's goods, and it makes them feel that they are of some importance in the selling plan. Of course, work of that kind is the exception with this firm, but it goes to show, nevertheless, the value with which dealers' clerks are regarded.

#### MEETING DRUGGISTS' PRIVATE-BRAND COMPETITION

In a medium-sized town in the State of New Jersey there is a firm which manufactures, advertises and sells a proprietary remedy which retails for twenty-five cents and which is guaranteed to

cure, let us say, burns. That isn't what the remedy is supposed to do, but that doesn't matter. The manufacturing cost of the goods runs good and low, so that there is plenty of margin left in the selling operations to allow both jobber and retailer a good bit more than a living profit. Now, perhaps 95 per cent of the 48,000 retail druggists in the country are in a position to, and do, put up a remedy designed to bring about the same cure as this manufacturer's product. So instead of burdening himself with this load of "interior" competition, this manufacturer sells his product, by way of jobbers, through grocery stores—and *only* through grocery stores. This may contract his selling sphere somewhat, but it certainly leaves him a clear field to work in—a field in which at least his customers are not his competitors!

The manufacturer referred to confines his selling field to east of the Mississippi. His advertising to the consumer takes in newspaper space in the small towns—where practically all his distribution exists—sampling to the consumer through the grocery stores and an "inside service" campaign of his own. That just about constitutes the extent of his selling efforts upon consumers.

#### HOW GROCERY JOBBERS ARE WORKED

The grocery jobbers are worked upon something after this fashion: he has procured from all of the jobbers with whom he does business a complete list of names of the different jobbers' salesmen. Every jobber's sales manager and all the salesmen on every jobber's force are worked with closely. Monthly sales schemes are pulled off; prizes are offered the jobbers' salesmen for the largest volume of sales of the product in a certain time; extra discounts to jobbers and bonuses to jobbers' salesmen are put over. Those sales plans are worked out by means of mailings, letters and "near" night letters. Every conceivable string is played upon in this jobbers' salesmen's

campaign: the extra money that there is in it for them; their advancement and increased salary from their firm; their heightened efficiency as salesmen, and so forth. And in addition to this work on the jobbers' salesmen, the jobbers' sales managers are shown where it is to their advantage to drill their force in the strong selling points of this remedy and to encourage them in their efforts.

But it is in his work upon the retailers and upon the retailers' clerks that this manufacturer is conspicuously successful.

#### VARIETY OF SPECIAL OFFERS

The dealer campaign consists of letters and mailings, entirely different from the jobber matter, of course. These are sent out every month and, as a general rule, a specific offer is made in each mailing—it may be in the form of a special bonus, an extra discount, a free-goods deal, or what not. About three times during the year, maybe, contests are gotten up, based upon the percentage of increased volume of sales, offering extra special inducements or prizes to the winners. In short, the grocers themselves are never permitted to lose sight of this manufacturer's goods. But listen to how he takes care of the final link in the sales chain—the link that is most generally neglected by many manufacturers.

First of all, he gets from his dealers the names of all their sales clerks and receives permission from the dealers to operate a special campaign on their sales clerks—the details of which are first explained to the dealers. This getting permission wasn't easy at first, in all instances. The dealers had to feel assured that their clerks would not be tampered with in the way of loyalty to their employers' interests. Then the dealers had to be persuaded that the proposed campaign would generate ambition in their clerks; make better salesmen of them, all around; secure more steady customers for their stores by developing the personality of their clerks; enable the clerks to get

closer to their customers and thus perhaps boost the sales of their entire stock. In that way opposition was worn down and converted into co-operation.

Every month the sales clerks received mailings, letters and other helpful forms of promotion literature, addressed direct to them. This sales-clerk literature pointed out to them their importance in the selling scheme; invited their confidence and good will; taught them not only the selling points of the particular product and how to close a sale, but also gave them practical pointers on retail salesmanship in general. Every month a specific offer is made to the clerks. About two or three times a year special prize contests, lasting for a limited period of time, are gotten up among the sales clerks. Since some stores have an advantage in the matter of population, volume of business, etc., it would be manifestly unfair to judge the efforts of all the sales clerks on the same basis. So the trade is mapped out into divisions and parcelled out as equably as is possible.

It may be that in one contest cash prizes only are offered to the clerks selling the most goods; in another the prizes may be cash and jewelry—watches, chains, fobs, rings, stickpins, etc. One of the most successful contests for sales clerks which this firm inaugurated was one in which the prizes took the form of ten-day vacation trips, all expenses paid, to places like Atlantic City, New York, Cape May, Old Point Comfort, Asbury Park, Chicago and other points of interest. The increased sales resulting from that contest were so satisfactory that the clerks were asked to vote for the place or places to which they would like to take trips the year following.

Another manufacturer putting up the same kind of goods would have a tough job breaking his way into those dealers' stocks, and most likely the almost impossible job of enlisting the good will of the sales clerks.

(Continued on page 51)



**STELAD** Have Tremendous Sales Power

## It Is True That Your Final Appeal

on a sign or display in your dealer's cellar  
or under his counter will not move an  
ounce of your goods from his shelves—  
It is true that

# STELAD SIGNS

are to-day moving tons of goods hourly  
from dealers' shelves because their char-  
acter and lasting quality has justly earned

**Preferred Position in the Dealer's Store**

Our efficient sales representatives are at your service

**Passaic Metal Ware Company**

Passaic, N. J. New York Chicago St. Louis Boston

**STELAD** Should carry *your* sales message.

# DECEMBER 1914 COMFORT

*The Key to Happiness and Success  
in over a Million and a Quarter Homes*

DEVOTED TO ALL *COMFORT* LITERATURE AND THE HOME CIRCLE  
VOL. XXVII



PROSPERITY — COMFORT — HAPPINESS —

*Published at AUGUSTA, MAINE*

**N**OW is the MAIL-ORDER MEN'S OPPORTUNITY to round up a large and profitable CHRISTMAS TRADE. All things conspire in their favor just now.

**T**HERE will be a troublesome SHORTAGE of CHRISTMAS GOODS in the stores because importations from Germany, which have been relied on for the great bulk of holiday goods, have been cut off by the war.

## DECEMBER COMFORT

always brings its mail-order advertisers a large Christmas trade from its multitude of rural readers. This season it will be exceptionally large because they have the money to spend and they will not find the usual assortment in stock in the stores; so naturally they will turn more than ever to our mail-order advertisers.

**December COMFORT issues early  
to Catch the Holiday Trade.**

December forms close November 10.

**W. H. GANNETT, Pub., Inc.,**

New York Office: 1105 Flatiron Bldg.

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.

WALTER H. JENKINS, Jr., Representative

FRANK H. THOMAS, Representative

# Business Executives seek proper counsel

October 10, 1914

The National Periodical Association  
Fifth Avenue Building  
New York

Mr. J. C. Bull, Secretary-

I thank you very much for your letters of the 7th and 8th giving statistics regarding roofing and stucco dwelling houses.

It would very much help in furthering our investigation if we could learn what process was followed in arriving at the figures you show.

I have read your letters with considerable interest and as an indication that we are thinking along exactly the same lines, I have sent you separately in this mail a memorandum of plans for a national campaign of advertising in the interest of the-----and-----industry of the United States.

I have also sent you in this mail a stucco specification which is the result of two or three years collaboration with allied industries.

Very truly

\* \* \* \* \*

Director

The co-operation of 45 National Periodicals is offered to Business Executives seeking market analysis, national sales facts, etc., etc., address:

## QUOIN CLUB

THE NATIONAL PERIODICAL ASSOCIATION

200 Fifth Ave., New York

Aimée's Magazine  
All-Story Magazine  
American Magazine, The  
Argosy, The  
Atlantic Monthly, The  
Bookman, The  
Cavalier  
Century, The  
Christian Herald, The  
Collier's Weekly  
Continent, The  
Cosmopolitan Magazine  
Country Life in America  
Countryside Magazine, The,  
and Suburban Life  
Current Opinion

Farm and Fireside  
Garden Magazine, The  
Good Housekeeping Magazine  
Harper's Bazar  
Harper's Magazine  
Hearst's Magazine  
House and Garden  
Independent, The  
Judge  
Leslie's Weekly  
Literary Digest, The  
McCall's Magazine  
Metropolitan Magazine  
Monsey's Magazine  
National Geographic Magazine, The

Ontlook, The  
Popular Magazine  
Railroad Man's Magazine  
Review of Reviews  
St. Nicholas  
Scribner's Magazine  
Smith's Magazine  
Sunset Magazine  
System  
Today's Magazine  
Travel  
Vanity Fair  
Vogue  
Woman's Home Companion  
World's Work

An even greater success than that just named has been made by a manufacturer of shirts, working with the same idea in mind, but along different lines. This shirt-maker has his factory in a city in the northern part of New York State. He has no jobbers to deal with, since he sells his shirts direct to retailers, as is the general custom in the trade. From the beginning this manufacturer realized the importance of keeping in touch with his dealers and his dealers' clerks, and also the dealer co-operation and profit which were in it for him in helping to sell his shirts for his dealers as well as to them.

#### SHIRT-MAKER'S PLAN OF ACTION

After investigating all the several kinds of campaigning that were calculated to build up and increase the co-operation of dealers, the shirt man decided that, in addition to his trade-journal advertising, a good house bulletin issued monthly would fit into his scheme of things and accomplish the work best for his business. So his force of salesmen plus the bulletin were lined up to bring about the top notch of dealer and clerk friendship and co-operation. He was told by some "business experts" and chronic "kill-joys" that he was riding for a fall. So he placed his foot in the stirrup, threw the other leg over and was off!

He was fortunate in getting hold of a man who knows how to do a few things well and who *knows* he knows how to do them: he can make and hold friends, he can sell goods and he can put ideas into type in a way that converts them into money. The shirt man engaged him to work *with* him (didn't "hire" him or get him to work for him), because that's the only light in which this man sees fit to sell his services.

The first number of the bulletin—*Shirt Tales*, it is called—was issued a little more than two years ago. This first number, as well as every one that has appeared since, got down to "brass

tacks" with the men's furnishings dealers. It didn't talk "court" language or in terms of "blue sky." No bunk. It didn't climb up into a big old-rose-and-gold chair and talk *ex cathedra* to dealers as to the best way in which to run their business. Furthermore, as a booklet, it isn't any great shucks to look at, although it is gotten up tastefully enough. But it sure *has* punch.

#### TACTFUL AND INTIMATE APPEAL

Here is what it did do, though, and is still doing—and just how successful it is comes into the story in a minute or two:

It draws the dealer and his sales clerks over into a corner of the store (not in a "fresh" way) and makes interesting *suggestions* to them as to how to better the business—suggestions which carry interest and profit with them because they are the *actual experiences* of other men's furnishings dealers; it recites in detail just how *other* retailers have dressed their windows in a way that brought them profit; it tells the sales clerks and the owners stories of *fact* about the way *other* sales clerks have gone ahead in retail selling by using their imagination and their brains when they faced customers from behind the counter; it educates the sales clerks and dealers in the fine points of shirt-making, pointing the moral obliquely regarding the particular shirt it is working for; it impresses sales clerks with the fact that they are an important part of their bosses' success; it points the way to plan "sales" and when; it tries to instill in retailers and clerks that the shirt part of their business is important as a profit-maker and immensely valuable as a trade-builder; it shows the dealers and clerks how to get the most out of their mailing lists; it teaches clerks the value of keeping in touch—personally and by mail—with their special customers; it does all those things and scores of others.

It is acknowledged that the success of this house publication is due primarily to two things.

First, to the fact that in every issue it tells its story objectively, as a skilled dramatist does, never attempting to teach school or to shove its own opinions into the picture—but always making its point by means of interesting fact stories, which get close to and sink deep into dealers' and sales clerks' minds. Secondly, because it appeals to and interests directly and between the lines the *sales clerks* in men's furnishings stores.

What is the result? The dealers and their sales clerks actually look forward to each issue. They want it and read it, because it talks about their *interests* almost exclusively. It has them bound tight to the shirt house. It is doing what it was made for—to make friends of dealers and their sales clerks and to sell shirts.

And just for good measure, that house-bulletin is making it pretty difficult for any other shirt-makers to get their goods on the shelves of those dealers.

National advertisers with a wide distribution and a large sales organization find that it requires a good deal of work simply to maintain the close personal relationship that they all like with dealers, and even at that they realize that they are falling short of the mark in that respect. That is why some of the large advertisers are laying plans not only to obtain a more hearty spirit of co-operation with their retail dealers, but also to secure the friendship and real good will of the retailers' sales clerks.

### A. B. C. Audits Under Way

**T**HE Audit Bureau of Circulations announces that a corps of eleven men are engaged in verifying the statements of publishers covering the period since the establishment of the Bureau. For the most part, these men have had practical experience in circulation auditing, or have been active in newspaper work. Four of them: R. G. Neeve, C. F. McKay, C. S. Fettis and F. W. Stratton, have been engaged in

making circulation audits for the A. A. A.

The men who have not had actual experience in circulation auditing have been assigned to work for a time under the direction of the men above named. As soon as possible they will be assigned to independent territory, and others appointed to work under supervision, until the full force is engaged in the work.

Those appointed to date are:

Frank P. Fuoss: Circulation and business manager of the *Kansas City Times* before it was absorbed by the *Star*, advertising solicitor on the weekly *Kansas City Star*, advertising manager *Kansas City Journal*, business manager *Chicago American* and *Los Angeles Express*. He will act also as Pacific Coast district manager.

R. H. Hudson: For many years identified in scientific railroad accounting and lastly with Haskins & Sells, and the Everett Audit Company, of Chicago.

Andrew J. Quigley: C. P. A. and until recently chairman of the Board of Accountancy, State of Washington.

F. L. Clarke: Editor and business manager, Nashville (Tenn.) *Democrat* under receivership and just finished winding up its affairs for the receiver.

O. von Fragstein: Five years experience public accounting and office systematizing, accountant and office manager H. W. Kastor and Sons Advertising Company.

D. T. Lanier: Accounting and systematizing with number of prominent concerns. Earlier experience with several publications. H. E. Gibson: Accountant and auditor *Los Angeles Express* and for eight years in charge of circulation.

### First Fall Luncheon of the Six-Point League

Thirty-five members of the Six-Point League met for the first fall luncheon of the organization at the Aldine Club, New York, on October 8. The Six-Point League is a club of newspaper representatives in New York City. C. F. Alward, advertising manager of the H. O. Company, Buffalo, spoke on "Newspaper Advertising as a Safe and Sane Business Force."

## Unwarranted Use of Claflin Name

The H. B. Claflin Company, New York, has sent vigilance committees of the ad clubs the following letter:

"Following the appointment of receivers for the H. B. Claflin Company on June 26, and our subsequent special sales, the name of this firm appeared in retailers' advertisements in many parts of the country; in many instances in conjunction with statements partly or wholly untrue.

"In a number of cases sales of merchandise from the Claflin stock were advertised by firms which did not buy a dollar's worth here. At least one firm advertised 'Sacrifices in Flannels and Blankets from the Claflin Receivers' Sale,' though these particular lines were not included in our receivers' sale, and special note to that effect was included in our advertising of that sale.

"Our attorneys have taken summary action in cases brought to our attention where a State law against fraudulent advertising is in force.

"It occurs to us that instances of which we have not heard may have come to the attention of clubs affiliated in the Associated Advertising Clubs of the World having vigilance committees. We are, therefore, sending this letter to the chairmen of these committees to state that if they have in mind any case of advertising of merchandise purported to have been purchased at the Claflin receivership sale, which they have reason to believe is fraudulent, and they will send us particulars, we shall be glad to advise as to the amount and class of goods bought by the concern in question."

## Poster War Bulletins in England

Big mercantile establishments in England are putting out striking colored posters, giving the names of such of their employees as have gone to the war. The posters are headed by the colors of England, France, Russia and Belgium and contain the name in blue type. Under the royal arms are the words, "England expects every man to do his duty," and "The roll of patriots who have answered their country's call."

## Did the Suggestion Come From the Old Testament?

The J. W. Barwell food products factory is introducing a new drink in Chicago called "Milcooney," which is a combination of milk and honey. The advertising claims that pure honey is made into a granulated form by a new process and then mixed with malted milk. The public is being induced to try it at soda fountains through a free drink at certain drug stores mentioned in the advertisement.

C. M. Blevin, recently with Klau-Van Pietersom Dunlap, Inc., of Milwaukee, is now with the Taylor-Critchfield Company, Chicago.

## Italian Market Open to Drug Specialities

Aldo P. Zucchi, a merchant doing an extensive business in Milan, Italy, writes *PRINTERS' INK* that there is a ready-made market in Italy for American manufacturers who can supply pharmaceutical specialties of all kinds, hygienic products, perfumeries, dentifrices, extracts, etc. He states that products of this kind had been coming into Italy from the countries now at war and are not at present obtainable. He also states that he has a large demand for these goods which he cannot get except from America. Readers of *PRINTERS' INK* desiring further information regarding this Italian market would do well to communicate with Mr. Zucchi at 21, Bastioni Vittoria, Milan, Italy.

## More War Orders

The French Government has placed contracts in this country for 1,440 automobile artillery wagons, involving an expenditure of about six million dollars. The order was divided among the following companies: White, 450; Pierce-Arrow, 200; Kelly-Springfield, 340; Jeffery, 150; Packard, 150, and Reco, 150.

In addition to this, the Russian Government, which has been negotiating with the Packard Motor Company for motor trucks for use in the army, has purchased 180 of them. It is estimated that the order amounts to nearly three-quarters of a million dollars.

## Instruction on How to Obtain Prospects

A feature of the third annual gas engine show, to be held at Toledo, O., this week, will be classes in engine salesmanship for dealers. The National Gas Engine Association, which puts on the show, will give instruction in the best methods of obtaining prospects and closing sales, and will cover construction, repairing and other essential points. In its trade journal advertising on the show the association has featured the sentence, "Bring your prospects along," suggesting that the importance of a tractor sale would justify taking a prospective buyer to the show.

## Convention of Associated Advertising Clubs of Iowa

The Associated Advertising Clubs of Iowa will meet in their fifth annual convention at Iowa City this week. The programme is replete with good things, and there is just enough of a recreative nature to keep minds keen for the business in hand. Among those who will address the members are Thomas H. Macbride, president of the University of Iowa; John Lee Mahin, Woodworth Clum, secretary of the Greater Iowa Association, and William Woodhead, president of the Associated Advertising Clubs of the World.



## Innovation in Chalmers Motor Copy

Capitalizing Duplication of Circulation by Using Two Styles of National Copy—Strictly Selling Talk in Weeklies and Prestige-Building Copy in Monthly Magazines—Popularizing the Slogan

THE Chalmers Motor Company has struck a new note in its national advertising by dividing its campaign into two distinct lines of appeal, one of which is to be confined to monthly magazines, while the other is appearing in weeklies. Thus, instead of seeing the same piece of Chalmers copy three or four times during the month, the average reader will see at least two different advertisements containing totally different arguments.

"Recognizing the great amount of duplication which must of necessity exist when an advertiser uses a list of monthlies and weeklies," said Lee Anderson, adver-

tising manager of the company, "the Chalmers company decided this year to divide its national campaign between strictly selling copy and what might be called institutional copy.

"The first division is confined almost exclusively to the current models of our cars, and it appears in the list of national weeklies.

"Supplementing this selling copy, we have prepared a campaign of institutional copy, standardized as to layout. Each advertisement is illustrated by a drawing from life. The copy deals with the Chalmers factory and Chalmers manufacturing methods. Underlying it all is an effort to teach the public the truth of the Chalmers slogan, 'Quality First.'

"By using these two lines of copy we hope to get the maximum reader interest, and capitalize the duplication which exists between leading national publications, rather than merely accepting it as an unavoidable repetition.

Meanwhile, we hope that the two lines of copy will carry to the buying public the Chalmers slogan, 'Quality First,' and teach the superiority which we believe lies with the manufactured car."

The accompanying reproductions show the character of the two kinds of copy. The institutional copy, as Mr. Anderson calls it, is scheduled in *Everybody's*, *Metropolitan*, *American*, *Munsey's*, *World's Work*, *National Geographic* and *Review of Reviews*. The copy for the weeklies will appear in *Collier's*, *Saturday Evening Post* and the *National Sunday Magazine*.

The quality idea is strongly featured in the magazine copy,



# Chalmers

## "Light Six"

### \$1650

### Our Fastest Selling Car

Over 40,000 people now drive Chalmers cars.

But the Chalmers 1915 "Light Six" is the fastest selling car we ever built.

Five thousand last May, over 2000 "Light Sixes" were delivered in three months.

In this time the most cars of the country were sold. This was equal to nearly 3,000,000 miles of service.

As a result of these facts in the hands of owners, the demand for "Light Sixes" is far exceeding our expectations.

A second factory order of "Light Sixes" was received two months earlier than last year's.

At \$1650 the Chalmers "Light Six" is selling over other cars. It is the fastest selling car at its price in the market.

At this writing, sales records show that we have delivered more cars in one day than in any other day in the same division at 1915. But this is only the fact that the 1915 was the biggest year in the automobile industry.

There are many reasons for this tremendous sale of the Chalmers "Light Six." Here are just a few of them:

A different kind of automobile. Every, practically featureless body. Pullman-like interior, a 48 H.P. long engine and radiator motor which "squeezes" power, mounted over "hundreds of feet

strength and luxury. 47 1/2 inch wheel—"fiddle" tread on rear wheels, instantly complete replacement. Including Chalmers made one day of all rubber parts saving more valuable time. One reason Chalmers cars always arrive Chalmers here, electric light, etc. And perhaps the greatest reason of all, the constantly high quality in a car of such a price.

**Get Full Value in Your Motor Car Investment—Write for Book**

There are many other reasons why the 1915 "Light Six" is the fastest selling of all Chalmers models. These additional reasons are given in a special issue of Chalmers "Drop" which has just come from the press. This book Chalmers has in a full color cover and pictures of both the "Light Six" and our larger "Heavy Six." It is filled with facts and information which will enable you to compare the Chalmers with all other cars, to compare complete descriptions and photographs of all models including the *Luxurians*, *Sevens* and *Coupons*.

Send money order and get your copy of this attractive book. Every automobile owner should read it before investing in or purchasing a thing as a motor car.

**Chalmers Motor Co.**  
Detroit

Please send me literature on the complete Chalmers line.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

SELLING COPY IN WEEKLIES CARRIES COUPON

You Will Receive Two Splendid Toilet  
Articles Free



If You Accept  
Gift



MISS MARY ANN  
"Things That Are Dear  
To A Woman's Heart"

123 W. MADISON ST.  
CHICAGO, ILL. 60602

are  
need  
who  
friends

This  
you see  
satisfaction  
one of my  
Chamber Cream  
be a steady and  
new writing to give  
little worth \$1.00

Send in your card now. Place five in others in the enclosed card  
paid in the enclosed card. (Enclosure \$1.00 if you want two boxes)

If you are not satisfied return the unused articles and your money is  
refunded

The Good Offer Cannot Last Long Mail Your Order Today

it is to keep your  
end of weather - how  
red and rough. My  
remedy for rough  
it soothing.

Just because  
of "Londre de  
this delightful  
just as desired

because  
reported tale,  
variations  
smoothly

made  
the equal  
from 50¢  
used and

plate  
one

Dear Friend:

May I call you friend? I want to  
because I have found that when one woman helps  
another they are friends - forever.

I am going to do more than that.  
I am going to give you absolutely free two high  
grade toilet preparations packed in a beautiful  
box together with another, all of which I never  
want you to stop using.

I am going to make it easy for you  
to always look your best. Hard work, desirable  
strain worry and fatigue will all be desirable  
forgotten in the feeling confidence of my delight-  
fully refreshing Chamber Cream.

The effect is wonderful. It softens  
and whitens the skin to the texture of that of a  
little child and affords relief from sunburn and  
it is one of the best home preparations for the  
removal of tan.

I want you to try this Chamber Cream.  
because I know you will be satisfied - you will  
thank me for calling it to your attention - you  
will be glad you were able to try it under such  
favorable conditions.

A Story of  
Accomplishment

Foldwell

The  
Advertising  
Letterhead

Printers without offset presses or lithograph plants have not been able heretofore  
to print advertising letterheads. Foldwell Coated Book has changed this condition;  
now you can print illustrations of your goods, a description of their merits and a  
personal or form letter in one, without expensive processes and special plates.

The new Foldwell Book explains how you  
can adapt this plan to your business.

You can have it FREE

WHITEHEAD & ALLIGER

8 Thomas Street

NEW YORK CITY

LASHER & LATHROP

18 Beekman Street

Western advertisers should send direct to

CHICAGO PAPER CO., CHICAGO



"Unlike any other paper"

We are not selling circulation, nor dealer interest, nor anything but our dependable old-fashioned habit of giving results to advertisers, whether they sell through dealers or direct by mail.

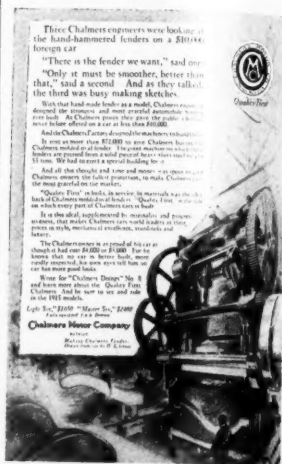
If you want to know, ask your agent.

**The Farm Journal**

A. B. C. MEMBER

Washington Square  
Philadelphia

by using sketchy drawings instead of the sharper and blacker tones of the copy which is based upon current models of the company's product. The slogan "Quality first" is made most



ONE OF THE PRESTIGE BUILDING ADS FOR MONTHLY MAGAZINES

prominent in all the magazine pages, and a manifest attempt is made to create an atmosphere of quality, though the text is devoted to manufacturing methods.

### Charities in New York to Pay for Advertising

E. A. Moree, representing the State Charities Association of New York, at the first North Atlantic Tuberculosis Conferences held in Philadelphia last week, stated that the newspapers of the country never get a square deal from the various charitable organizations, which, he said, practically prey on the papers for help and material support far greater than is obtainable elsewhere. He said that instead they should follow the saner and more efficient measure of advertising and paying for it. "All sorts of propagandists flood the editor with their matter to be printed for nothing," said Mr. Moree. "It isn't fair. The newspaper can't afford to print it. Besides, it isn't news. In New York we have adopted the other method. We will use half-page newspaper advertisements, but we will pay for them. We will get into the news columns only when we do something that is news."

## Brewers to Encourage More Advertising

At the 54th annual convention of the United States Brewers' Association to be held at the Hotel Grunewald, New Orleans, November 18 to 21, inclusive, it is proposed to devote several rooms to an exhibition of brewery advertising—newspaper, magazine and street-car. The objects are, first, to show to brewers generally and their advertising representatives the best that is being done in advertising along their line; second, to encourage brewers who do little advertising to do more, and third, to induce brewers who are not advertising at the present time to begin advertising.

## Stanley's "Full Weight" Appeal

A new way to prove quality is suggested by the Stanley Works, of New Britain, Conn., which is advertising its hinges effectively in the trade journals. "Honest Weight in Hinges—Do You Get It?" is the headline of a recent ad, which continues: "Did you ever weigh a Stanley hinge and compare the result with the weight of other makes? A hinge that is shy in weight is more than apt to be shy in other qualities as well."

## Worfolk Joins Regal

C. F. Worfolk has been appointed advertising manager of the Regal Motor Car Company, of Detroit, Mich. Mr. Worfolk was formerly advertising manager of the H. M. & R. Shoe Company, of Toledo, Ohio. F. A. Wager, formerly manager of the Regal Motor Sales Company, of Detroit, has been appointed assistant sales manager of the Regal Motor Car Company, of the same city.

## Combination of Presbyterian Publications

It has been announced that the *Presbyterian*, of Philadelphia, which has been published for eighty-four years, has now absorbed the *Great Lakes Presbyterian*, the *Rocky Mountain Presbyterian*, the *Pacific Presbyterian*, and the Allegheny Mountain and Atlantic Mountain editions of the *Examiner*.

## Appointment of E. T. Meredith

E. T. Meredith, publisher of *Successful Farming*, Des Moines, Iowa, has been appointed by the Federal Reserve Board as one of the directors representing the government on the directors' board of the Federal Reserve Bank of Chicago.

Grapefruitola is the name of a new crushed fruit product that is being manufactured and advertised by the Grapefruit Products Company (Inc.), Watertown, New York. This product is put up in glass jars and is offered to the public as a sauce for ice cream, deserts, toast, hot biscuits, crackers, etc.

## 1847 ROGERS BROS.

Silver-Plated

that Wears



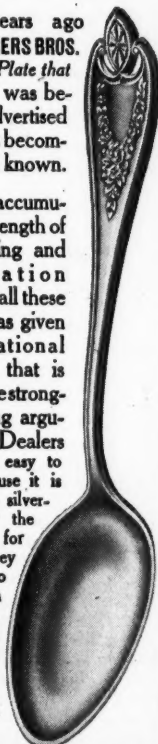
## Best Known Easiest Sold

Fifty years ago

1847 ROGERS BROS.

"Silver Plate that Wears" was being advertised and was becoming well known.

The accumulated strength of advertising and reputation through all these years has given it a national renown that is one of the strongest selling arguments. Dealers find it is easy to sell, because it is the ideal silverware for the table and for gifts. They cannot do better than link up their stores with this widely advertised silverware.



INTERNATIONAL SILVER CO.  
MERIDEN, CONN.  
Successor to Meriden  
Britannia Co.

## Applying Photoplay Principles to Copy Writing

Writers Who Supply the Material for the "Movies" Follow Methods That Are Suggestive for Writers of Advertisements—How Interest Is Focused and Attention Gripped from the Start

By an Agency Copy Writer

**I**F some of the more successful photo-playwrights should ever get the bug that their greatest field of success lay in writing advertising copy, we copy writers would have to call a council of war right smart-like and form a copy writers' union.

For so many of the underlying principles of photoplay writing are identical with those of successful copy writing that masters of the former ought certainly to show marked proficiency in the latter.

To begin with, the photo-playwright must know, intuitively or otherwise, *what the people want*. He cannot afford to guess at this. With the keen sense attributed to the proverbial nose-for-news, he must predetermine to a certainty just what elements make for a good picture-story; then he must play the whole thing up in a style that will grip his audience from the first scene right through to the censorship-tag.

And that audience! Isn't it, in the main, the same audience to whom we address our type appeal? Some may argue that it is a "cheap" class, a "five-cent crowd," and so on. Let me say to these that a peep into the better-class movies will disillusion them on that score.

You will more likely see your senator in there than your favorite shine-boy, and if you stick around a minute to see a couple of the pictures, you will know from their very theme and treatment that no true "plebe" would appreciate them.

And in the present high development of the moving-picture art, there are some very intelligent and

high-salaried folks who are veritable movie fiends. Let us not disparage the moving-picture audience, but rather return to the photo-playwright and the method he employs to appeal to that audience.

JUMPS IN WITH A RUSH AT THE START OFF

One of the fundamental principles of photoplay-writing is get right into the story; waste no time in prologues if you want to hold your audience. Think what a reform this principle would work if applied more liberally to copy production.

Cut out all fol-de-rol; get right down to what you have to say, without dragging your readers through paragraphs of non-essentials. Lead them swiftly right up to the final climax, and then "land" with your send-for-the-booklet stuff.

Another unwritten law that the successful photo-playwright always complies with is use few, if any, leaders. A "leader" in movie diction is the caption that announces "That Evening," or "Two Years Have Passed Since Nellie's Death," or any other type-matter that is not strictly "picture."

Of course, the ideal film would be entirely free from "leaders," but this is hardly possible, especially where it is desirable to show a lapse of time. In such a case there is no alternative but to break the scene.

The objection to the too frequent use of "leaders" was well voiced by the little boy who complained, "Gosh, I cum here to see pictures; not to read a book."

The moral for the copy writer is inject nothing into your ads that will detract from the main idea for a single moment; cut a straight path right through to the "climax." Tell your story as interestingly as possible, but don't tire your audience with a lot of non-essentials.

We can also learn something about advertisement illustration from the movies. It is generally conceded that those photoplays containing the largest number of

bust pictures find the readiest market. "Bust picture," as applied to photoplays, is entirely different from the bust picture of the portrait-maker.

In the movie world a bust picture is one that shows the character or characters close to the camera; throws them up big on the screen so that you may better observe their facial expression.

What movie "regular" among PRINTERS' INK readers hasn't watched a Broncho Billy drama where the bushes parted and the big, bold face of the train-robber peered cautiously through? He was so close that you involuntarily gasped.

This big treatment is in demand. Isn't there a suggestion here for advertisement illustration? If the "bust picture" can hold a movie audience tense with interest, why can't the dominating picture in an ad grip busy, disinterested readers in much the same manner?

To be sure, there are hundreds of propositions that do not lend themselves properly to the big-picture treatment, but, on the other hand, there are a great many that do, and it might be well worth trying out.

#### COMPLETE THE STORY AT ONE SITTING

Another photoplay principle from which we may learn something of value in the preparation of advertising matter is, as a general rule, *avoid the continued story*. It has been found that, generally speaking, folks like to see every picture complete in itself. They lose interest when the story is spun out over several weeks.

If, as a general thing, these people do not care for continued stories, isn't there a hint here that advertisements in series form strike these same people in the same manner?

The imagination of the photoplaywright is something that the copy writer may well envy, too. When more copy writers learn to visualize, as the photo-playwrights do, we're going to see some delightfully original stuff running as copy.

It is difficult to say just where photo-playwrights receive all their inspirations, but this story is told about one playwright and how he evolved a scenario out of almost nothing:

The writer in question was sitting in his study one day, wondering what he should write about next (even 'as you and I). A chance look out of the window revealed a bed-sheet being blown by a stiff breeze from its insecure lodgment in an upper window space and fluttering down to one of the lower windows of an adjoining building.

The imagination motor began to whir in this photo-playwright's head. He pictured the harmless bed-sheet as a very expensive and choice bit of silk drapery. This naturally opened up a nice little story of theft and mystery, with the happy ending you would expect after the trick of the wind had been revealed.

There are several inflexible rules in photo-playwriting about *dividing interest* that apply equally to copy writing. The photo-playwright decides in the very beginning who is to receive the major interest.

He is very careful to see that every other character is subordinated to this particular one. He or she must be the center of attention all through the picture, for if interest is diverted from him, and sympathy felt for the lesser character, the story falls flat and the audience is disappointed in the outcome.

With successful copy writing the writer must cleave to the straight path. His readers must concentrate upon one central point and not spread their interest out thin over many diversified points, each of which robs the other of a certain amount of energy and makes a confusing, uninteresting whole.

It is worth repeating that the successful photoplay has so many elements of appeal that make for successful copy-writing that the copy writer may well study the methods of the photo-playwright and apply them where they are most needed.

# Concentration of Ownership and Direction in Other Fields—VI

By Charles W. Hurd and M. Zimmerman

Members of the Editorial Staff of PRINTERS' INK

**C**OMPLETING the necessary census of the chains before passing on to the more interesting and important matter of examining their methods, we present further evidences of the concentration of ownership and centralization of management that is rapidly proceeding in the retail field. Most of it is the work of the last fifteen years. The bulk of the 2,000, with their 25,000 stores, have had their beginnings or chief growth in that time. And by chains, we repeat, is meant organizations of retail stores owned and managed as a unit. Other manifestations of concentration, though of scarcely less significance, like retailers' co-operative buying exchanges and incorporated jobbers and manufacturing companies, have been noted, but are not included in the figures.

The boot and shoe field has perhaps 50 chains, with 700 stores, the more important chains being:

	Stores
R. H. Long (Waldorf), Framingham, Mass.....	82
W. L. Douglas Shoe Co., Brockton, Mass.....	79
Regal Shoe Co., Boston.....	47
Hanover Shoe Co., New York.....	52
Florsheim Shoe Co., Chicago.....	30
Sorosis Shoe Co., Brooklyn.....	30
Hanan & Son, New York.....	18
Beck Shoe Co., New York.....	15
E. W. Burt & Co. East Lynn, Mass.....	12
S. B. Thing Co., Inc., Boston.....	12
C. H. Baker Shoe Co., San Francisco.....	11
Walkover Shoe Co., (George E. Keith Co.), Brockton, Mass.....	11
French, Shriner & Urner, New York.....	11
I. Blyn & Sons, New York.....	11
Emerson Shoe Co., New York.....	10
John Ward Co., New York.....	8
Rival Shoe Co., New York.....	8
Stetson Shoe Company.....	7
O'Connor & Goldberg, Chicago.....	6

The largest chains, as will be recognized, are manufacturing chains—Regal, Douglas, Hanan, etc. The Regal has, besides, 1,500 agencies; Walkover 3,500 agencies, etc.

## CONFECTIONERY CHAINS

The confectionery field has perhaps 40 chains, with 315 stores, of which these are best known:

	Stores
Huyler's, New York.....	52
Gates, Philadelphia.....	22
Page & Shaw, Boston.....	14
Loft, New York.....	14
Mirror, New York.....	12
Schraft's, New York.....	8
Martha Washington Candy Co., Washington, D. C.....	7
F. G. Shattuck Co., New York.....	6
Robert H. Putnam Candy Co., Cincinnati.....	6
Mary Elizabeth Candy Co., New York.....	5
Chas. W. Miller, Philadelphia.....	5
Repetti, New York.....	4
French Nougat Candy Co., Cincinnati.....	4

## CHAINS OF BAKERIES

There are about 25 bakery chains, with 125 stores, the largest being:

	Stores
French Bros.-Bauer Co., Cincinnati.....	24
Cushman Globe Co., New York.....	11
Herschman & Bleier, New York.....	11
S. Cushman's Son, New York.....	7
John L. Beerman, Philadelphia.....	5
Cushman Bread Co., New York.....	4
Ward Baking Co., Chicago.....	3

## JEWELRY FIELD

Fifty chains, with a total of 200 stores, is probably a conservative estimate for the jewelry field. A few of the more important sufficiently indicate it:

	Stores
Regal Jewelry Co., Marlboro, Mass.....	7
D. Raskin & Bro., Carnegie, Pa.....	4
Hiller Jewelry Co., Cleveland, O.....	4
Horowitz Bros., Pittsburgh.....	4
Reichblum's, Pittsburgh.....	4
Prudential Loan Co., Rochester, N. Y.....	4
Maurice Tigner, Newark, N. J.....	4
Shikes & Spector, New Haven.....	4
John T. Finnegan, New Bedford, Mass.....	4
A. F. Odell, Quincy, Ill.....	4
S. Joseph & Sons, Des Moines, Ia.....	4
J. A. Foster, Providence, R. I.....	3
United Jewelers, Inc., New York (retailers' co-operative).....	257

There are two recent developments in this field that are interesting. The first is the organization of a co-operative syndicate of jewelers on the lines of the



United Drug Company, the organization of Rexall stores. Louis K. Liggett, the president of the United Drug Company, is, in fact, chairman of the board of directors of the United Jewelers, Inc., though the connection is declared to be purely personal and not to indicate any *rapprochement* between the two organizations. Neither of the corporations is a chain in the restricted sense we are giving it—they do not own and direct the constituent stores. But the United Drug Company is powerful in its field, and is growing increasingly so, and the United Jewelers, Inc., will no doubt aim at the same thing in its own domain. Mr. Liggett's experience will be valuable to it.

The United Jewelers' plan is to invite 2,000 of the 22,000 jewelers in the country into the organization, the "upper ten" per cent, if it can get them, and it probably will, judging from the eagerness with which Rexall agencies were sought. These jewelry agencies become stockholders in the organization; will handle exclusively the organization brand of "Hallmark" goods, and will be known as "Hallmark" stores. The company says in its trade-paper advertisement:

"The United Jewelers, Inc., is not a buying syndicate to make price-cutting and underselling possible. On the contrary, it is a bulwark of price and quality and a protection alike to the high-grade manufacturer, the reputable jeweler and the appreciative, liberal-minded purchasing public."

#### EVENTUALLY NATIONAL ADVERTISING

The electro book for local advertising shows a line of Hallmark silverware, bracelet watches, gold-filled jewelry, link buttons and tie-clips, candlesticks, jam-jars, silver picture-frames, hat-pins, scarf-pins, etc. Window-trimming helps are being devised and national advertising at a future date is promised.

The other development is the extension of the Brodegaard plan and the incorporation of the wholesale business with a capital

of \$200,000. The Fred Brodegaard Jewelry Company, of Omaha, has been consigning goods to some 50 small-town merchants in Nebraska and Western Iowa. The goods are placed out on a percentage basis, the company retaining title, and the merchant furnishes the showcase.

Brodegaard salesmen make each town every sixty days, conduct special and well-advertised sales, display more extension stock from their trunks. The company plans to take in 250 more merchants. It is not, strictly speaking, a chain in the sense we are using the word.

Co-operative buying exchanges or associations are common in the jewelry line, but not conspicuously successful. Some of these are not recognized by manufacturers or some manufacturers. The Jewelers' Co-operative Syndicate is probably the most prominent of the combines.

#### OIL AND GASOLINE

In the oil and gasoline field, some others, maintain retail and panies, the Texas Company and some others, maintain retail and wholesale branches or service stations in great numbers in different sections of the United States, and even in coast harbors on floats or island for the convenience of power boats. The Standard Oil service stations in New York and New York State, for instance, number over 600. There are probably four or five such groups, with 2,000 stations in all.

#### CHAINS IN HAT FIELD

The larger chains in the hat field, where there are perhaps 25, with 250 stores, are these:

	Stores
Kaufman Bros., New York.....	40
Truly Warner, New York.....	24
Irving Hats Co., New York.....	24
Sarnoff Bros., New York.....	16
Reilly Hat Store, Springfield, Mass.	10
Young's Hat Co., New York.....	10
Knox, New York.....	3

The history of the hat chains is that they came in and re-established specialty stores after the department stores had practically wiped out the little individual hat store. Young's and Knox have each 1,000 agencies.

## LAUNDRIES

In the larger centers, particularly the metropolis, laundry chains have been developed. There are 23 in New York, three in Chicago and three in Philadelphia—probably not more than 45 altogether in the country, combining possibly 275 stores. The best known in New York are Wallach's, 22 stores, a consistent advertiser; Stancourt, 15; Carolyn-Heath, 23, and Champion, 17. Munger in Chicago and the Nonpareil in Philadelphia have eight each.

## BUTCHERS

Seventy-five chains of butchers, with a total of 450 stores, is probably conservative. The largest are these:

	Stores
L. Oppenheimer, New York.....	33
Washington Market, New York...	16
A. Andre, New York.....	15
Schuck & Co., New York.....	12
Star Beef & Provision Co., New York.....	11
Rittenhouse Bros., Philadelphia....	8
E. Kahn's Sons Co., Cincinnati....	7
Frosch & Sons, Philadelphia.....	6
Columbia Meat Market, Philadelphia	6
Chas. W. Spencer, Philadelphia....	6
Becker Bros. Co., Cincinnati.....	6

## DYEING AND CLEANING

In the dyeing and cleaning field there are some 45 chains, of which 25 are in New York and ten in Chicago. Probably there are 400 stores. Many of the chains advertise. The best known in New York are: Barrett, Nephews & Co., 35 stores; Paul L. Bryant, 8 stores; Mme. Frances Dervieux, 10 stores; Eastern District Dye Works, 12 stores; Mme. Obry, 12 stores; Rees & Rees, 14 stores; Schwartz & Forger, 14 stores; Metropolitan Dye Works, 12 stores; and Lewando, Boston, 30 stores; in Chicago, Kraus Bros., Lowey Co., 12 stores; Flynn Cleaning & Dyeing System, Chicago, 20; Becker & Wade Co., Chicago, 15; Superb Dyeing and Cleaning Works, Chicago, 14 stores; Consolidated Cleaning Co., 10 stores; in St. Louis, Lungstras Dyeing & Cleaning Co., 17 stores, and in Cincinnati, Fenton Dry Cleaning & Dyeing Co., 23 stores; Footer's Dye Works, Philadelphia, 13.

## IN DAIRY FIELD

The consolidation in the dairy field shows nearly 40 chains, totaling possibly 550 stores. The leading ones are:

	Stores
Sheffield Farms-Slawson-Decker Co., New York.....	83
Borden Condensed Milk Co., New York.....	77
N. C. Nelson, New Orleans, La....	27
H. P. Hood & Sons, Boston.....	20
Clover Farm Dairy, New York....	16
Model Creamery, Boston.....	15
Abbott's Alderney Dairies, Philadelphia.....	12
Locust Farm Co., New York.....	12
McDermott Dairy Co., New York..	7
French Bros.-Bauer Co., of Cincinnati, are included under bakeries.	

Borden's dairy stores furnish an outlet, of course, for the Borden products, besides milk.

## SALOONS

Saloons, considering their number, do not happen to have been very greatly consolidated in retail ownership. Most saloons are controlled by one brewery or another, which often advances the money or part of the money to buy the license. However, there are some chains, 32 of them in New York, indicating that there are probably at least 100 in the country with an average of between 4 and 5 stores each. Here are a few in New York:

Flanagan Bros. ....	8
Beckman Bros. ....	6
Finneran Bros. ....	5
Bohling, J. & H. ....	5
Manning Bros. ....	5
Bustanoby Café ....	5

## LIQUOR-STORE CHAINS

There are probably 25 wine-and-liquor-store chains, controlling 140 stores, the best known being the Wine Growers' Association, of New York, which has 53 stores, and the Hygrade Wine Company, of the same city, 18 stores.

## FURNITURE FIELD

The furniture fields show probably about 16 chains, with 100 stores, among them these:

	Stores
Gateley's, Chicago (and clothing)...	96
Spiegel, May, Stern Co., Chicago...	18
General Furniture Co., Chicago....	7
Royal Furniture & Carpet Co., Chicago .....	4

Phillips Bros. & Weil, Chicago.... 3  
N. J. Sandberg Co., Chicago..... 3

One of these houses writes PRINTERS' INK: "There are a number of stores located in smaller towns which are really included in our syndicate, but we do not advertise them or publish them as being members of our syndicate because they are in competition with the company."

#### CLOAKS, SUITS, ETC.

There are easily 25 chains, with 150 stores, in the women's cloaks, suits, etc., field, among them the following:

	Stores
Arthur L. Braus, New York.....	19
Samuel Lewis, Troy, N. Y.....	14
P. & O. Shop, New York.....	10
Bedell & Co., New York.....	6
Klein Cloak Co., New York.....	5
The Leiser Co., Chicago.....	4
Warner Company, Warren, O.....	4
United Cloak & Suit Co., Milwaukee.....	4
Conrad-Baish-Croehle Furniture Co., Cleveland.....	4

#### CHAINS OF COAL STORES

We cannot overlook the coal business, which, like other lines, is experiencing concentration. Many concerns now have yards in different parts of their home city and maintain branch offices at them. We have 28 chains listed, having three or more branches—there are probably 40 in the country, with about 500 stores, the best-known chains being:

	Stores
Consumers' Co., Chicago.....	96
Chalfant Brothers, Philadelphia....	36
Colorado Supply Co., Denver.....	27
Polar Wave Ice & Fuel Co., St. Louis.....	23
Burns Brothers, New York.....	16
Curtis & Blaisdell Co., New York..	7

#### BANK CONSOLIDATIONS

Bank consolidation or extension, as you please, is noticeable. There are 16 such chains and branch systems in New York and probably as many more in the rest of the country, with 125 branches in all. The largest chains are:

	Branches
Corn Exchange Bank, New York...	34
New York Produce Exchange Bank, New York.....	8
Colonial Bank, New York.....	7
Henry Clews & Co., New York...	6
German Loan & Savings Bank, San Francisco.....	4

The private banking and bro-

kerage field shows many branch organizations. Some of these are more branch offices or agencies than places where anything is actually sold.

An interesting chain is projected in this field in the shape of a system of banks having for its object the prevention of usury by lending money in small amounts to the poor. It will be capitalized at \$5,000,000 and is intended to extend to every large city in the country. The prime mover is Julius Rosenwald, president of Sears, Roebuck & Co., and Andrew Carnegie. Vincent Astor and others are said to be interested.

#### THEATRICAL CHAINS

We are not likely to think of theatres as chain stores, although, of course, they purvey amusement at retail. Concentration has gone to the extent of perhaps 15 chains or circuits, ten of them with headquarters in New York, and probably not more than 260 theatres. The leading ones follow:

	Theatres
John A. Cort, New York.....	92
Marcus Loew, New York.....	69
Proctor's, New York.....	28
Wm. Fox, New York.....	12
Poli Vaudeville Circuit, New Haven	6
Klaw & Erlanger, New York.....	5
Cohan & Harris, New York.....	3
Wm. A. Brady, New York.....	3

Ticket agencies in New York are highly concentrated, on account of the necessity of buying in large quantities:

	Agencies
Tyson Co., New York.....	19
Tyson & Co., New York.....	13
McBride's Theatre Ticket Co., New York.....	6
Terminal Theatre Ticket Co., New York.....	3

The moving-picture-theatre field proper seems to show no concentration yet, although a large company is said to be forming.

There are a dozen or more combinations in the penny arcade field:

#### NEWSSTANDS, ETC.

The concentration in such small but important lines as newsstands, fruitstands, shoe-blackening stands has been great in the cities. Any estimate must be an exceedingly

free one because railroad, railroad station, subway and elevated roads, hotels and public building concessions are farmed out to individuals or corporations, often at very high rentals. It would be useless to seek accurate data in these fields when the object of this article and series is chiefly to suggest rather than record the progress of the impulse.

Taking newsstands alone, we select almost at random:

	Stands
Union News Co., New York.....	900
Ward & Gow, New York.....	125
Inter-State News Co., New York..	38
G. W. Armstrong Dining Room & News Co., Boston.....	30
Tyson Company, New York.....	23
Parker Railway News Co., Macon, Ga. ....	22

There may be 100, there may be 200 such chains, with a total of 2,500 stands; we can only guess.

Bootblack stands in the East are owned chiefly by Italians; small fruitstands by Greeks. It is impossible to get any reliable figures on which to base an estimate. Probably they do not exist outside of the large cities; it is concessions that breed them. One hundred chains in each line, with an average of four stands, would be reasonable.

#### NO FARM-IMPLEMENT CHAINS

Of its own field, the *Farm Implement News* affords this information which might well come from other fields, too:

"There are no chain stores in the implement trade so far as we know. There was a time when some of the jobbers and branch houses of manufacturing concerns maintained a few retail establishments in their respective territories. In some cases this plan was forced upon the wholesale concerns through their having to seize certain stocks to protect claims, but in some cases retail establishments were started in certain towns because the wholesale concerns could not obtain representation they wanted with the regular dealers.

"Some years ago this matter was taken up by the National Federation of Retail Implement and Vehicle Dealers' Association

which *protested* against the system, with the result that in most cases the retail houses were discontinued."

#### HARDWARE FIELD

The *Hardware Age* reports:

"The idea of chain stores is growing in the hardware field, and we presume there must be fifteen or twenty concerns operating anywhere from two or three stores to as many as a dozen. One of the most prominent concerns in this field is the George W. Peck Company, whose offices are at Bath, N. Y.

"We believe the object of organizing chain stores is mainly to save on the cost of goods. The buying problem is one that is very acute in the hardware field, and the merchant who can buy goods at the lowest price is, to a certain extent, able to command the trade of his locality on some lines of merchandise."

The George W. Peck Company operates 10 stores.

In the sewing machine field the Singer Sewing Machine Company, Jersey City, N. J., has 1,600 stores, but only 800 are run direct by the company, the balance being rented by agents who work on commission.

The office and store appliance fields have been peculiarly subject to concentration in some directions. In most of the cases the business is done by agents who are paid on commission and who maintain their own quarters. Nevertheless, the connection and control are very close.

The National Cash Register Company, Dayton, O., for instance, has some 500 "territories" in fourteen districts under district managers. The managers are on salary, the territorial agents are not. In the large centers the agents pay their own rent, make collections, etc. In other places an allowance is generally made for rent and collections. This can hardly be called a chain, although the resemblance in parts is close.

The Burroughs Adding Machine Company, Detroit, has 125 branches, and the Adder Machine

# Forty Years Advertising Has Taught Us: **RATES**

Along with this knowledge we know: dates, closing and publishing; make-up, columns, length, width, page sizes; use of matrices; circulation; subscription price; history or character of publication.

All this information codified in one RATE BOOK of 600 pages is just off the press—and shows all rate changes down to press day.

This RATE BOOK—the only complete rate book published—gives all rates as per rate cards; display rates, position rates, reader rates, telegraph reader rates, classified rates, on all publications in the United States and Canada, with a circulation of over 5,000.

Under each city, in one paragraph, is a commercial and trade survey of the city and vicinity, with statistics that enables the advertiser to estimate local interest.

Believing that you will appreciate this RATE BOOK we propose to send a copy, postpaid, on memoranda to *Printers' Ink* readers, with return privileges.

*The Price is Five Dollars*

## Nelson Chesman & Company

Newspaper and Magazine Advertising Agents

1874—1914

St. Louis

Chicago

New York

Chattanooga

Company (Wales) 15. There are several other companies operating a small number of stores. The arrangement is similar to that which prevails in the cash-register field.

The Remington Typewriter Company, New York, has 200 branches; Underwood Typewriter Company, New York, 220 branches; Oliver Typewriter Company, New York, 35 branches; Royal Typewriter Company, New York, 60 branches; L. C. Smith Company, Syracuse, N. Y., 40 branches; Elliot-Fisher Company, Harrisburg, Pa., 59 branches. These branches are chain branches, owned by the house, with the managers, at least, on salary.

The American Multigraph Sales Company, Cleveland, has 48 branches; Addressograph Company, Chicago, Ill., 16 branches. These are likewise chains of retail outlets, the stores or offices owned and the managers engaged by the company and working on salary.

In the office furniture and filing system field Yawman & Erbe, of Rochester, have 13 retail stores; Globe-Wernicke Company, Cincinnati, 6; Shaw-Walker Company, Muskegon, Mich., 5; Library Bureau, Cambridge, Mass., 32 branches in America, 4 in Canada, 5 in England and one in Paris. These, likewise, are true chains.

#### AUTOMOBILE FIELD

Automobiles are marketed generally through dealers, less often through exclusive agents, and only in a score of instances through their own branches. A few dealers have branches. It is next to impossible to get an accurate list in a limited time because of the fact that the words "factory branches" are loosely used in the trade to mean both branches that are owned by the company and mere agencies, as well as subsidiary companies, in which only a small amount of stock may be held by the parent companies. In most instances the exact relation is not disclosed. The following concerns in the automobile field

are not all but they are representative of perhaps 15 or 20 companies with a total of about 170 salesrooms.

	Branches
Ford Motor Co., Detroit.....	34
Buick Motor Co., Flint, Mich.....	16
Locomobile Company of America, New York .....	16
Oakland Motor Co., Pontiac, Mich.....	12
Autocar Co., Ardmore, Pa.....	10
Studebaker Corporation, South Bend, Ind. ....	10
Stevens-Duryea Co., Chicopee Falls, Mass. ....	8
I. W. Leavitt & Co., San Francisco	8
Knox Motors Co., Springfield, Mass.	7
Haynes Automobile Co., Kokomo, Ind. ....	5
Packard Motor Car Co., New York	3

#### MOTOR TRUCKS

The manufacturers of motor trucks, like the makers of automobiles, have to have branch offices and salesrooms which must be considered in the light of retail outlets:

	Branches
International Harvester Company of America, Chicago.....	88
General Motors Truck Company, Pontiac, Mich. ....	8
International Motor Company, New York .....	8
General Vehicle Co., New York....	7

The International Harvester Company of America has both dealers and its own branches.

#### AUTOMOBILE SUPPLIES

There are probably as many as 50 chains of both retailers and manufacturers in the supply of automobile accessories. The following are a few of them:

	Stores
H. W. Johns-Manville Co., New York .....	58
B. F. Goodrich Co., Akron, O....	57
Diamond Rubber Co., Akron, O....	57
Fiske Tire & Rubber Co., Chicopee Falls, Mass. ....	44
Firestone Tire & Rubber Co., Akron, O. ....	31
Ajax-Grieb Rubber Co., Trenton, N. J. ....	18
Charles T. Miller, New York.....	14
Post & Lester Company, Hartford, Conn. ....	10
Chanslor & Lyon Co., Los Angeles	6
Don Lee, Los Angeles.....	6
Western Rubber & Supply Co., Los Angeles .....	4
Hughson & Merton, Inc., San Fran- cisco .....	4
Weinstock-Nichols Company, Los Angeles .....	3
Alpha Hardware & Supply Co., Nevada City, Cal.....	3
Engelbert Rubber Co., New York..	3



## CONCENTRATION ELSEWHERE

Evidences of chains or concentration in other fields may be summarized as follows:

Optical: M. H. Harris, New York, 9; J. Ehrlich & Sons, New York, 6; E. B. Meyrowitz Co., Inc., 5 local and 2 foreign; M. Singer, New York, 4; B. L. Becker, N. Y., 3; Dachtera Bros., New York, 3; probably 8 to 10 in the country, with 35 or 40 stores.

Millinery: Eugene Frank, Cincinnati, O., 5; Banner Millinery Co., San Francisco, 3; Chicago Millinery & Hat Co., Chicago, 3; Mme. Bertha, New York, 3; A. W. Jones Millinery Co., Boston, 6; Empire Feather Boa Co., New York, 3; Cawston Ostrich Farm, Corp., South Pasadena, Calif., 4 stores; Milkman's Millinery House, New York, 3; perhaps 15 in the country.

Gloves: P. Centemeri & Co., New York, 4 stores.

Fountain pens: Waterman Fountain Pen Co., 4 stores.

Delicatessen: Solowey Bros., New York, 3 stores; Rosoff

Brothers, Brooklyn, N. Y., 3 stores.

Barber Shops: New York Barber Co., 8 shops; Terminal Barber Shops, New York, 6 shops.

Lumber: Boeckler Lumber Co., St. Louis, 3 yards; Holekamp Lumber Co., St. Louis, 4 yards; St. Louis Lumber Co., 6 yards; J. Thomas Lumber Co., Topeka, Kan., 20 yards; W. I. Miller, Topeka, 4 yards; D. Gabriel Co., Topeka, 3 yards—perhaps 50 chains in the country with 300 yards.

Corsets: W. H. Gossard Company, Chicago, 3 stores; Goodwin, New York, 6; Sacks Corset Shop, New York, 3.

Electric Supplies: Manhattan Electric Supply Co., New York, 6 stores; S. May, New York, 3 stores. See, also, automobile accessories.

Florists: five in New York: Warendorf, 5 stores; Fleischmann, 5; Colonial, 3; Christatos, 3; Cardasis, 3; perhaps 15 chains in the country, with 50 stores.

Funeral Directors: William Necker, Union Hill, N. J., 25 branches; William J. Dargeon,

## FORTIETH YEAR

# "EL COMERCIO"

Established 1875

## THE LIVEST EXPORT JOURNAL

The oldest of all of them—in wisdom and years.

The youngest of all of them—in spirit and action.

Has just published

### "The Opportunities of a Life Time"

A little magic book which will aid you in building up your Latin-American trade.

Many valuable HOW secrets are found in this fifty-page book dealing with the methods of doing business in Latin-American countries.

FREE on request to any business firm.

Write for it TO-DAY

## "EL COMERCIO"

J. SHEPHERD CLARK COMPANY, 126 Liberty Street, New York

BURNET L. CLARK, President.

HICKMAN PRICE, Sec'y-Treas.

Please mention "Printers' Ink"



Inc., New York, 20 branches; Thomas Burton's Sons, New York, 3 branches; Thomas N. Flynn, New York, 3 branches; D. Scocozza, New York, 3 branches.

Furs: Clawson & Wilson, New York, 3 stores.

In the book field, the H. B. Clafin Company has some 100 book departments in as many department stores, conducted under the name of the Syndicated Trading Co. The International Correspondence Schools, Scranton, Penn., has three of its own stores. There are several other correspondence schools with offices in the principal cities.

In the sporting goods field, A. G. Spalding & Bro., of Chicago, have 43 stores, including foreign; Wright & Ditson, of Boston, 7, and Iver Johnson Sporting Goods Company, of Fitchburg, Mass., 3.

Phonographs: Columbia Graphophone Co., 30 branches. The Victor Talking Machine Company has none. The Edison Phonograph Company is building its first retail store on Fifth Avenue, New York.

Wall Paper: Richard E. Thibaut, Inc., New York, 3 stores; F. Beck & Co., New York, 3 stores; Robert Griffen Co., New York, 3 stores; United Wallpaper Store, Lowell, Mass.

Stock feed: Arthur E. Pratt, Albany, N. Y., a number of stores in the smaller agricultural villages.

Trunks and bags: D. A. Doyle, New York, 6 stores; Schwartz & Co., New York, 5 stores; Wm. Bals, Inc., Newark, N. J., 4 stores; Weisman Bros., 4 stores; Charles W. Wolf, New York, 4 stores; Crouch & Fitzgerald, New York, 3 stores; Casey Trunk Co., 3 stores; Emergency Baggage & Repair Co., New York, 3 stores; perhaps 15 chains in all with 55 stores.

Paper tags, novelties, etc.: Denison Manufacturing Co., Boston, 6.

Hotels: United Hotels Company, Niagara Falls, N. Y., 15 hotels; Statler Hotel Co., Buffalo, 3 hotels; Fred Harvey, Ritz-Carlton, New York, 3.

There are unquestionably other evidences in these fields, as well as in others that have not been noted. The chief purpose in giving those listed is to show in detail what the average mind hardly grasps when stated as a generalization. The process of centralization is significant. It indicates that business men are coming into a more thorough mastery of the principles of business and that standards of practice are taking the place of the old-time "personality." Where it took all the time of the proprietor to manage his employees, and those only a few, he now finds it possible by system to supervise many. And he is eliminating the wastes that ate up his mental capital.

In the next article the chain stores and independent stores will be compared for the purpose of ascertaining their relative efficiency in performing their functions.

(To be continued)

## "Made in the U. S. A." Thought Misleading

BEDFORD CITY, VA., Oct. 17, 1914.

Editor of PRINTERS' INK:

While I believe it would be a benefit to the manufacturers in this country to label or brand or stamp their goods in such a way as to distinctly show where they are manufactured, I disagree with those who advocate using the words "Made in the United States." There are now two United States—United States of America and United States of Africa. Both countries are entitled to mark their goods "Made in the U. S. A." Then again, there may be in the future—who knows?—the United States of Australia, United States of Argentina, United States of Austria.

My suggestion to Mr. Kohe, of the Columbian Rope Company, of Auburn, N. Y., who writes on this subject in PRINTERS' INK for October 15, would be to label his goods with as large a label as can be used:

Made by the  
Columbian Rope Company,  
Auburn, New York,  
North America

This is distinctive and does not follow Germany's lead. It also gives positive data as to what the package contains, the name of the maker, the name of the city, state and country.

Mine is only a suggestion. I would like to have other people's opinions on the subject.

W. A. KROMER.

# German Confidence Captured

New York leads all the cities of the United States in German population, as the New York Staats-Zeitung leads all German printed newspapers in America in circulation, prestige and advertising.

Comparing the Government statements of April 1st and October 1st, 1914, the net paid daily increase of the New York Staats-Zeitung is 19,959 copies. Comparing the Government statement of April 1st, 1914, and the present circulation of the Staats-Zeitung, the net paid daily increase is 93,284. The present NET PAID daily circulation of the Staats-Zeitung is 155,621 copies (morning and evening editions combined).

The basis of this enormous increase in circulation is the entire confidence of the German-reading public, the superior news and editorial service of the Staats-Zeitung and its sympathy and understanding of German problems.

From this it is comparatively easy to understand why the Staats-Zeitung publishes nearly 5,000,000 lines of paid advertising annually. This is almost as much as that published by all the other German newspapers of New York combined. Present conditions have made the New York Staats-Zeitung one of the most powerful advertising mediums in New York.

The national advertiser can reach the entire German market of New York through the columns of the

## New-Yorker Staats-Zeitung

"The National German Daily"

HERMAN RIDDER, Publisher

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five-cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, OCTOBER 22, 1914

**Much Smoke and Little Fire** The Clayton Anti-trust Law, which has finally been passed by Congress, as noted in last week's PRINTERS' INK, reminds us of nothing so much as a very small firecracker on the end of a remarkably robust fuse. The amount of hissing and sputtering which has been going on at Washington these many months seemed the appropriate prelude to an explosion which should tear the business fabric magnificently apart:—and now that the thing has finally gone off we aren't even stunned. Nobody seems to be sure what effect it will have, or that it will have any effect worth mentioning.

We were told that this law would add definite prohibition to the Sherman Act. It declares unlawful certain forms of exclusive agency contracts, and price discriminations, "where the effect may be to substantially lessen competition, or tend to create a monopoly." "To substantially lessen competition" is a fine phrase, but it is far from definite.

It throws the whole question back into the courts, where it has been these twenty years, and is vastly different from a declaration that exclusive agency contracts and price discriminations are unlawful *per se*.

We were also informed that the law was going to prohibit "tying" clauses in any contracts covering the lease or sale of patented goods, and we find that the objectionable discrimination against patented goods has been removed, and the contracts are unlawful only when they "substantially lessen competition." In other words, they are unlawful when the courts say they are unlawful, which is no epoch-making declaration when you come to think about it.

Furthermore, we were told that farmers' organizations, and labor unions, not organized for profit, should be exempt in certain more or less indefinite particulars. But some Senator whom we suspect is not devoid of humor, wrote the little word "lawfully" into the section. So it reads: "nothing in the anti-trust laws shall be construed to forbid the existence" of such organizations, "or to forbid individual members from lawfully carrying out the legitimate objects thereof." Maybe there are subtleties here which only trained minds can grasp, but when translated into English language it looks like a solemn announcement of the undisputed principle that "nobody shall be restrained from doing that which may lawfully be done."

On the whole, we don't believe manufacturers need lose any sleep over the Clayton Act. If it adds anything to the Sherman Act as interpreted in a multitude of cases, nobody seems to be sure *what* it adds. Perhaps it will give a good many more people the chance to have a day in court, which is not exactly a blessed privilege, but nobody need cross that bridge until he comes to it. That is not to say that we approve of the Clayton Act. We don't. But we can't see any reason to be specially perturbed over it.

### **No Mystery to the Advertising Man**

"It is one of the inexplicable mysteries of the trade of writing," says Irvin S. Cobb, "that no man, however well he handles the tools of that trade, can write convincingly of things about which he personally does not know. Where he deals with the actualities of his own day and time he must know those actualities at first hand, else his best efforts fall to the ground and are of no avail. He simply cannot get away with it. Hearsay evidence always was poor evidence."

We will take Mr. Cobb's word that the writer of fiction still regards it as an "inexplicable mystery," but if he wants the mystery promptly and permanently dissolved, a few weeks in any good advertising agency will do it. The man who doesn't know is quite conscious of his ignorance, and is obliged to "play safe" all the time lest an egregious blunder manifest itself in the copy. This uncertain state of mind is quite readily transmitted to the reader, just as a blind man can tell when his guide is groping in the dark. It is no mystery that the man who is sure of his ground walks with a firm step, nor that the convincing writer is one who knows what he is talking about.

### **"Making Men as Well as Things"**

"We have a new kind of industry in this country to-day," said Ida M. Tarbell, speaking before the Representatives' Club of New York, September 17. "It is one which declares that its duty is to make men, as well as to make things."

"Never before in the history of the world has there been an event which was such an enormous advertisement for peaceful industry, as the terrible and bloody business that is going on to-day in Europe. There is no use denying that to a great part of the world military life has seemed finer and nobler than the business and industrial life. They have even taught us that war was good for business; that it stimulated the making of

things—and so it has the making of some things. But never was there a business stimulation more one-sided than that which war gives: It puts warm clothes on soldiers and takes them off children; it puts food into the mouths of the army and takes it out of the home; it builds tents and destroys houses. Never was there so clear a demonstration of the economic folly of war as we are having to-day.

"They have told us, too, that militarism made better men than industry: It set them up as labor did not; made them clean, and prompt, and brave. Industry wore them out. But the new manufacturer in this country admits it as part of his business to make healthy, happy, growing men. In doing this he is pulling from under militarism one of the chief props—its claim that it developed the highest type of man."

There have been many students of history who have declared that war is the source of all the arts and all the virtues, and that the fruits of peace are only sensuality, selfishness and corruption. But if industry is indeed beginning to make men instead of wasting them and wearing them out—if the army of production contains cleaner and braver men than the armies of destruction can boast of—that conclusion has lost its force. Perhaps it was true once, but evidence is accumulating on every hand to show that it is false today.

Business men—hard-headed, practical business men—have learned that it is a part of good business to make men as well as to make things. The advances which have been made along the line of employees' welfare work, profit-sharing systems, and the like, have not been based upon sentiment so much as upon the understanding that a better organization will produce a better product and will help to sell it. The sales manager for a large manufacturer of women's wearing apparel made a special trip, the other day, to sell his line to a large buyer several hundred miles from the factory. In a portfolio

under his arm he carried the arguments which clinched the sale—photographs showing the conditions under which the garments were made. He proved that his company taught its employees to be healthier and happier men and women, and little argument was necessary to show that better goods were the result.

The Packard Piano Company, of Fort Wayne, Indiana, announces the inauguration of the first consumer advertising campaign in its history just at the time when many concerns are finding excuses to discontinue advertising. Its whole campaign is based upon the men it has made, rather than simply upon the merchandise it turns out. Albert J. Leitch, the company's business and advertising counsel, writes:

"Occasionally we hear of some remark to the effect that a business depends not so much on money, merchandise or machinery, but upon *men*; and when we hear it we think that it is a pretty theory. The case of the Packard company—and of several other institutions—proves that it is one of the most solid facts in the present commercial age, and that the proper organization of men and their interest in the business is the foundation upon which machinery, merchandise and money may be built up.

"The Packard company is nearly forty years old, so when I speak of the business I am not referring to something that is either recent or small. Its business shows an increase right up to September 28, through the early part of the year, which was considered a slow business period, and right through these war times when business is supposed to be exceedingly dull. Still the main increase of the company is more than five and a half per cent.

"The men in the factory have received \$19,000 in excess of their last year's income, which amount is made up of increased wages and dividends on top of wages, that are distributed every month. With such a sound and vitally active and profitable organization, why should not the Packard company advertise, and advertise their

organization rather than merely their merchandise?"

Every American business man believes that the war in Europe will demonstrate the advantage of peace. If it does so, it will only be because peaceful industry produces better men and better women. Thus it becomes not only a good business policy but a duty to humanity to make men as well as things.

### **Getting the Dealer's Point of View**

It is more important than ever that advertisers should study the needs of dealers. In a recent investigation made by PRINTERS' INK—the first report of which appears in this issue—it was found that over half of the dealers visited complained that the advertising material being furnished them was not suited to their requirements. It lacked some vital feature which the dealer demanded and its effectiveness was consequently diminished.

In some fields, the corset field for example, conditions are being closely studied. Manufacturers of corsets are furnishing fitting charts and material that strikes close to the mark. "We find the dealers are only too glad to co-operate with us, providing we study their problems at first hand, and not at our desks," writes the advertising manager of the Gosard Company.

The desk-chair point of view is always dangerous. It is difficult to see what others are doing, and above all what the dealers think of what others are doing. It is not safe to depend on salesmen's reports. Salesmen are biased. It is not wise to trust in our own opinions, or those of others in the office. They are apt to be flavored with personal regard. But the dealer—the man whose favor is sought, who is expected to use the material—is unbiased, with no axe save his own to grind. As a rule his judgment is sound, and his criticism constructive and frank. It is worth the effort to get his view-point at first hand.

## Showing Goods in South America

THE need for demonstrations as an aid in selling goods in South America is recognized in a resolution recently introduced in the United States Senate by Senator Weeks, of Massachusetts, calling upon the Secretary of Commerce for information as to the cost and feasibility of sending to South and Central American ports six naval vessels laden with samples and exhibits of American goods as a means of encouraging trade between the United States and Latin-American countries. It will be recalled that Senator Weeks is also sponsor for the scheme, which has been endorsed by the Secretary of the Navy, for employing a certain class of cruisers in the United States Navy in a regular service for the carrying of the mails, passengers and freight to South American ports.

From various quarters have reports recently reached the capital as to the need of adequate sampling if American products are to make the best possible headway in Pan-American markets under the favorable conditions induced by the European war. Indeed, trade experts in the Government service and outside who have made a study of conditions in South America declare that nowhere else in the world is trade getting more dependent upon a showing of the goods. To such an extent is this fact coming to be recognized that a man who had made an excellent record in the United States Consular Service at a post in Chile recently resigned in order that he might establish in Chile, as a commercial enterprise, a permanent "exposition" of American products. Moreover, a number of the business men who have, within the past year or two, toured South or Central America as members of the trade-boosting excursions organized by chambers of commerce, etc., have since their return confessed frankly that they would have made far greater headway in establishing trade connections

if it had been practicable for them to display samples of their goods to the importers and merchants whose acquaintance they formed.

The idea of "floating expositions," governmental or otherwise, as a means of sampling in South America has always appealed to many business men because of the risk of damage involved in sending individual samples to South America by mail. When American manufacturers in certain lines—for instance, producers of canned goods—have recently found it necessary to protest to the Post Office Department that many of their samples when transmitted by domestic parcel post arrive in poor condition it may be surmised that extreme care in packing is essential if samples entrusted to the international parcel post are to arrive at destinations in South America in perfect condition.

Apropos the "sample" habit of the Latin Americans, it may be mentioned that for years past representatives of leading English and German houses have maintained regulation sample rooms in all the leading cities. Moreover, the Germans have utilized the sample idea coming and going, so to speak. They have not only sent to South American commercial centers samples of the goods they are prepared to supply, but they have also had shipped back to the home offices in Germany various specimens of goods purchased in the open market in South America as "sample" manifestations of the taste and preferences of the Latin Americans and indicators of the competition to be met.

## Fire Prevention Advertisers Combine

On "Fire Prevention Day," October 9, in Chicago, which was the forty-third anniversary of the great Chicago fire, insurance companies and fire prevention appliance companies joined together and used pages in the Chicago newspapers, each taking a small part of the space. The editorial at the top of the space was directed to the public, urging the people to observe "Fire Prevention Day" by taking out insurance protection and joining in the city-wide movement to guard against fires.



## Why and How a Manufacturer Should Make Trade Investigations

(Continued from page 12)

is a value in a name, and there is a difference in public opinion. Hence it seldom happens that in

as concentration progresses, it becomes increasingly difficult for a new firm to gain a foothold; for ordinarily the new manufacturer has to pass through an unprofitable period before he attains efficiency enough in manufacture to hold his own in competition with monopoly. In these lines where the economic tendency is toward concentration, there is no place for the small manufacturer unless he can adapt his product to meet some peculiar local need, and no place at all for the middle-sized producer. The manufacturer is likely to face the alternative of growing great or being crowded to the wall.

IN STYLE LINES, INDIVIDUALITY COUNTS

In style lines, on the other hand, people buy not only quality and efficiency but also an intangible something which by its display represents the owner's individuality. Since there are many types of individualities there must be a considerable number of manufacturers to supply the individual wishes. In the manufacture of a style line, whenever a manufacturer gets a majority of the market a style reaction sets in against him. Thus it comes about



ANALYSIS OF DEPARTMENT STORE'S TRADE BY MONTHS  
MAY SAVE LOST MOTION BY MANUFACTURER

any line where there is no protection by control of raw material or patents, anyone does attain an absolute monopoly. However, in these lines there tends to be concentration down to a very small number of manufacturers, unless freight conditions affecting raw materials or finished product necessitate a sectional distribution of plants.

In the manufacture of utilities,

that no one can gain and permanently hold any large per cent of the total market. Hence there are bound to be a considerable number of producers, and their relative rank is likely to vary from season to season as a fickle public smiles first on one, then on another. In these lines the opportunity for the small and medium-sized manufacturer continues; for in style lines there are



always people who desire something unique and thus furnish a chance for the specialty manufacturer with a distinctive product to maintain his existence without growing great. For the same reason there is always an opportunity in the manufacture of style lines for a new concern to gain a foothold if it can make a successful appeal to the human desire for display.

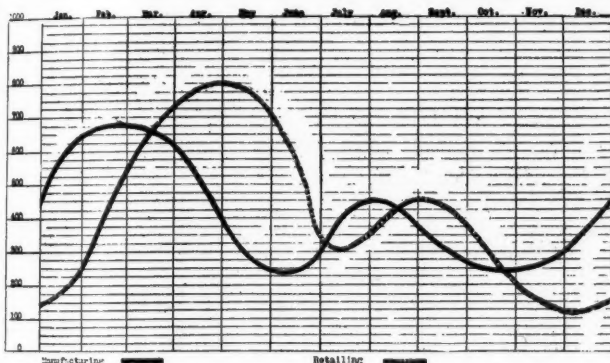
Obviously, then, one of the most important things to be determined in any business is the

He does not compare values and there is little tendency for his trade to be concentrated in shopping centers or in large stores. In general, men's trade is held back in the suburban places and remains scattered in a multitude of small establishments.

#### WOMEN'S TRADE CLASSIFIED

Women's trade, on the contrary, is of two distinct kinds: (1) convenience goods and (2) shopping lines.

Convenience goods comprise



GRAPH OF AUTOMOBILE PRODUCTION AND SALES INDICATES TWO VERY UNEQUAL SEASONS WHICH MANUFACTURERS CANNOT KNOW TOO ACCURATELY

extent to which style influences control the industry and the extent to which the tendency to concentration is likely to proceed. Upon an understanding of these problems and upon the direction of the company's activities in harmony with the tendency of the industry may depend the very existence of the firm.

Second: convenience goods or shopping lines. If the manufacturer produces an article sold to the consumer, it is important to know to what extent it is bought by men and to what extent bought by women, for men and women purchase through different motives.

A man ordinarily buys either at (1) the most convenient place, (2) by impulse, (3) in an accustomed place, or (4) by brand.

notions, cheap cottons, and, in general, the lower end of women's purchases.

Shopping lines, in general, comprise the upper end of women's purchases, such as cloaks and suits, draperies, carpets, millinery. In the purchase of convenience goods the woman ordinarily buys on the same motives as the man: that is, at the most convenient place, or on impulse, or sends the children to an accustomed store, or orders by brand. These lines, like the men's, find their sale in a multitude of suburban shops or crossroad stores and the manufacturer who would sell these lines must have the assistance of the jobber.

In the purchase of shopping lines, on the other hand, the woman does definitely want to com-

pare values (apparently in three stores) and the department store, which is organized to furnish facilities for women's shopping, tends to get the great bulk of this trade. Hence the trade in shopping lines is sharply concentrated in a comparatively small number of shopping centers and in a few stores within those centers (see chart on page 8).

It is of prime importance to a manufacturer to determine in which classification his goods fall and to what extent either shopping or convenience buying is the prevailing motive. Upon this depends his method of sale. If he has a men's line or a convenience line, his distribution is widely scattered and the multitude of small merchants handling his wares prefer to buy of the jobber. Such a manufacturer therefore should not push his direct sales methods farther than is consistent with a jobbing policy. In some lines he will find it advantageous to supplement his jobber programme by selling direct to those large stores to which he may sell without jeopardizing his jobber connections. If, on the contrary, he has a shopping line of

any considerable volume, the direct sales method will be found best adapted to his needs; for the sale opportunities are confined to large stores, and, in general, large merchants prefer to buy direct. A clear understanding of such conditions is often necessary to determine the foundation principles of a selling system.

Third, scope of the market.

For some industries the census reports furnish statistics of production. If to the total of domestic production be added the value of imports and from that subtracted the value of exports, there will remain approximately the total volume of domestic consumption at manufacturers' prices; if this be advanced by a sufficient mark-up to raise it to the retail figures and then divided by the total population, one will secure a per capita consumption at retail prices, and if proper allowances be made for the influences of season upon per capita consumption, one may estimate upon the basis of population what proportion of production goes to each of the various sections (see table below).

If the figures of production are

#### PER CAPITA EXPENDITURES IN CERTAIN SPECIFIED LINES.

ESTIMATED ON BASIS OF VOLUME OF MANUFACTURES.

	Carpets and Rugs.	Clothing, Men's.	Clothing, Women's.	Furnishing Goods, Men's.
Domestic manufacture.....	\$71,188,000	.....	\$384,752,000	\$87,710,000
Imports .....	4,592,000	.....	10,567,000	.....
Total .....	.....	.....	\$395,319,000	.....
Exports .....	.....	.....	6,105,000	.....
Net sales at manufacturers' price .....	\$75,780,000	†\$568,077,000	\$389,214,000	.....
*Manufacturers' sales per capita .....	.92	6.90	4.73	1.06
	Hosiery and Knit Goods.	Cotton Woven Goods (Exclusive of Plain Cloths for Converting).	Silk and Silk Goods.	Woolens and Worsted Piece Goods Exclusive Upholstery Goods, etc.
Domestic manufacture.....	\$200,143,527	\$344,991,512	\$196,912,000	\$296,448,000
Imports .....	6,462,375	8,455,000	22,716,000	15,800,000
Total .....	\$206,605,902	\$353,446,512	\$219,628,000	\$312,248,000
Exports .....	1,193,741	9,872,000	1,098,000	97,000
Net sales at manufacturers' price .....	\$205,412,161	\$343,574,512	\$218,530,000	\$312,151,000
*Manufacturers' sales per capita .....	2.49	†4.17	†2.65	†3.79

\* 82,278,441, population exclusive of negroes is used for division.

† All clothing imports and exports are attributed to women's clothing.

‡ Includes cloths sold to cutters-up for manufacture and ready-to-wear garments.

# An Open Letter to O. C. Harn

*Mr. Harn's Statement  
to the Printers:*

"There is only one thing more amazing, and that is to find the printer who is equipped to do only the ordinary grades of work bidding confidently for a chance to do the finest illustrated booklets.

"I was talking last week to the secretary of a company which builds the highest grade of passenger cars. I asked him if he built street cars also. He said they made them occasionally, but they did not go after that kind of work because they could not compete with those especially equipped to do the plainest kind of construction.

"You will find this discrimination in nearly every line of manufacture, yet it seems to me that the idea is but slowly gaining ground in the manufacture of printed matter."

Address of O. C. Harn, advertising manager of the National Lead Company, to the United Typothetae and Franklin Clubs of America. New York, October 8. Republished in *PRINTERS' INK*, October 15, 1914.

*Charles Francis Press'  
Proposal to Mr. Harn:*

In view of Mr. Harn's attitude, we wish to make our position clear. Years ago we realized that success in the printing business was largely a matter of having the personal and mechanical equipment to do *one* thing exceptionally well. We chose the big edition field. We began adding men and machines; we let slip no opportunity to improve our service and capacity for catalogues and big editions of advertising matter.

Today we are one of the largest big edition printers in New York. Our plant covers 50,000 square feet of floor space. The equipment cost something like \$400,000. Our bindery capacity is 75,000 two-hundred page catalogues a day. We are rated by Commercial Agencies as highest grade credit, and have a reputation for reliability. That is what specialization has done for us.

So we propose to Mr. Harn, and to all buyers of printing, when in the market for big editions, get in touch with us. Because we are an exception to the rule we are able to offer a highly specialized organization which combines economy of production, positive delivery and painstaking personal service.

**Charles Francis Press—New York**

## Half Sold

Give a salesman a prospect who he knows is interested and the sale is half made—if he is a real salesman.

So in advertising. When you place your message before the 150,000 picked buyers reading *Popular Electricity* and *Modern Mechanics*, the burden of selling is lessened; the percentage of sales increased. You know in advance that those who read your ad are interested in what you have to sell.

Find out more about this new market of men; buyers whose wants, habits and desires can be predetermined; buyers who are already interested, in what you have to sell.

### POPULAR ELECTRICITY and MODERN MECHANICS

—It's "*The Human Interest Dynamo of the Magazine Field.*"

Responsive Class Circulation at Low General Magazine Rates.

32 Union Square New York

## PHYSICAL CULTURE

is a powerful influence with its multitude of readers. It is their inspiration for better health and greater mental efficiency. It is the periodical they feel they are least able to do without.

These are some of the reasons why **PHYSICAL CULTURE** should carry *your* advertising.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. MACDONALD, Manager

We are members of the  
Audit Bureau of Circulations

not given in census bulletins, and it is necessary to secure information from the retail end, the problem becomes much more difficult. The United States Government has compiled numberless volumes of statistics on manufactures, but it throws almost no light at all upon the statistics of jobbing and retailing. The manufacturer who would know something of retail selling figures must gather his own statistics. For the manufacturer to gather thoroughly accurate retail statistics is impossible; first, because without the power of government compulsion he cannot always get accurate figures, and in the second place the expense of covering the retail field thoroughly would be prohibitive to an individual corporation. But fortunately in order to judge his market a manufacturer does not need absolutely complete and accurate data and a research department which employs a sufficient amount of time, patience, tact and intelligence can secure approximate figures that will be accurate enough to serve as a guide for action.

### EFFECT OF LOCAL CONDITIONS

Such a retail investigation will need to be geographically extensive because the various sections of the country differ materially in buying power and in their attitudes toward various types of merchandising. Within each section considerable variation will be found in cities of different size and in cities that represent different types. For example, a residential city will ordinarily have more per capita buying power than an industrial city. A city with a large German population is likely to have a conservative per capita expenditure in department-store lines. A capital city tends to be subnormal in concentrated trade. A city in which wealth is concentrated in a few hands may show low per capita expenditures, while a city with wealth widely distributed will be found to be above the average. In general, retail and jobbing figures are merely the measure of human wants and

economic possibilities, and when once the fundamental principles have been ascertained and the extent to which sectional, racial, industrial and climatic conditions modify these fundamental tendencies is understood, one may estimate with a fair degree of accuracy the probable market for a given section (see page 11).

In estimating markets it should always be borne in mind that the potential market may be very different from the existing market. An industry which does not employ advertising may seem to have a small market, while if consumers were better informed the market might be much enlarged. Or an industry which sells direct when it should use jobbers, or *vice versa*, may fall materially short of satisfying its potential market. Hence, the potential market, though less tangible and therefore more difficult of study, offers the more important field for research work.

Fourth:—seasonal sales.

The manufacturer usually is conscious of the extent to which his sales are affected by seasons, but the graphing of the seasonal curves often proves interesting and of value in planning sales efforts. For example, a graph of the automobile production and sales indicates two very unequal sales seasons; a major one in the spring and a minor one in the fall, with a style clean-up in mid-summer and a stock clean-up in the late fall. A graph of the department store sales indicates two nearly equal sales seasons, the graph tending to be symmetrical except for the influence of the holiday trade (see charts on pages 74 and 75).

Fifth: fundamental tendencies in the trade.

The scope of a commercial-research department is to ascertain that which is fundamental rather than to give attention to the ephemeral.

In many industries it is necessary to forecast changes in fashion, and the value of this work is by no means minimized, but such work is so distinct from that of a commercial-research de-

---

## The National Loose Leaf Directory of Advertisers

---

Everyone interested in reaching the national advertisers should immediately investigate the merits of our SERVICE. It will prove a most valuable adjunct to your solicitors, and will be found indispensable in your promotion department.

Mr. James McKittrick has had fifteen years' experience in compiling the data, and we have exceptional facilities for securing the latest information. It may surprise you to learn that during the past year notices of approximately 1,600 important changes in Advertising Managers, Advertising Agencies, addresses, firm names, and new advertisers, were promptly issued under our system and sent to our subscribers.

By means of the LOOSE LEAF style of binding these corrections and additions can be made at any time, and are easily inserted in their proper alphabetical order and in the original volume. By our continuous revision "THE NATIONAL LOOSE LEAF DIRECTORY OF ADVERTISERS" is always abreast of the times—accurate, therefore dependable. We have letters from many of our subscribers stating that the Service we render is of inestimable value to them.

We will furnish the list of advertisers covering the entire UNITED STATES, or you may subscribe for the territory you require. Write to-day for Loose-Leaf portfolio and sample pages.

---

**The James McKittrick Co., Inc.**  
149 Broadway New York City

---

## DISTRIBUTION

The problem of distribution is lessened for advertisers who come into the Greater Pittsburgh field if they use

### The Pittsburgh Gazette Times

Morning and Sunday

### Pittsburgh Chronicle

### Telegraph

Evening except Sunday

Your advertising in these newspapers plays an all-powerful part in the distribution problem and the sale of your goods.

### 22½c. Per Agate Line

is the flat combination rate for both papers when the same copy appears in consecutive issues. For further information or co-operation write

Urban E. Dice,  
Foreign Advertising Manager,  
Pittsburgh, Penna.

J. C. Wilberding,  
225 Fifth Avenue,  
New York City.

J. M. Branham Company,  
919 Mallery Bldg., Chicago.  
Chemical Bldg., St. Louis.

## Traffic Manager Desires to Make Change

**N**OW occupying an important position as Tariff Expert in a leading railroad system; twenty years experience in transportation and traffic work.

**I**F you want to increase the efficiency of your traffic department and if you are willing to pay a salary commensurate with the value of the service rendered, address

**J. N. HURFORD**

Box 467

Cincinnati, Ohio

partment that it belongs to a distinct department.

The problems of a commercial-research department as distinguished from a styling department are to understand those fundamental selling conditions which lie deeper than the procession of styles or the surface problems of the retailers. If one inquires in the automobile industry for its retail problems he is told that free service, gifts of accessories and overtrading in used cars are ruining many dealers, *i. e.*, the problem apparently is direct and indirect price-cutting. Fundamentally, the situation is that national influences, rather than local, sell automobiles. If a manufacturer, by the merit of his product, the strength of his national advertising and the energy of his national sales organization in its selection and education of local dealers, creates a consumer demand that will take his cars at list rather than take a competitor's cars at a cut price, retailers of sufficient capacity to measure up to the opportunity can be found. If the national influences are not strong enough to enable a retailer to move his product at list, he must sell by price-cutting, direct or indirect, because the automobile involves the style element, and in all style lines, stock, as it becomes out of style, must be cleared by price-cuts.

Many other problems might be suggested, but perhaps enough have already been stated to illustrate the argument that a research division should be founded upon broad lines and commissioned to study the largest and most vital problems in the industry.

### Lippincott's to Be Issued by Publishers of Travel

McBride, Nast & Co., New York, publishers of *Travel*, have purchased *Lippincott's Magazine*. The December issue will be the first to be published under the new ownership. The Lippincott idea—a completed novel in each issue—will be continued, and short serials will also be run. Articles of current interest will be a new feature. Mr. McBride states that for the present, at least, the magazine will continue to be unillustrated.



## Side Light on the Argentine Republic

JOSEPH DIXON CRUCIBLE COMPANY.  
JERSEY CITY, N. J., Oct. 13, 1914.

Editor of PRINTERS' INK:

The following from a letter written at Buenos Aires, July 22d, may be of interest to those who are looking for South American trade, especially in the Argentine:

"The reason of the present superiority of the foreign salesman is on account of the fact that it is very hard to get a real high-class American salesman and engineer to stay permanently in the foreign field. As the conditions change in the States, and the opportunities become fewer, as is more or less the case at the present time in the European countries, there will be less difficulty in securing the high-class man for the foreign field, as they will be forced, as is the case of the Europeans who are ambitious, to seek their fortunes and make their permanent homes in some foreign country.

"There is no question in my mind but what the American salesman is superior to the European one if each one is taken in his home country. In the foreign field, however, the American salesman does not seem to be able to adapt himself to the conditions as quickly as does the European. In the short time I have been here in Buenos Aires I have seen a great many American salesmen come and go, some being men of very great ability, and others who in my opinion would not be a successful salesman in the domestic market, where the conditions necessary to overcome are much fewer.

"I believe eventually that the States will develop a large number of foreign salesmen who will be far superior to the European salesmen. However, this will all take time and when these salesmen are eventually developed I believe it will be found out that their greatest asset will be their ability to apply common sense to the problems which they have to solve.

"In other words, I believe that unless a salesman has got a little more than the average common sense he cannot become a successful foreign salesman.

"Relative to business, unfortunately the general conditions seem to be getting worse here instead of better. The majority of large concerns are doing only between 20 per cent and 25 per cent of their normal business, and a great many old-established concerns which a year ago would receive unlimited credits are now on the verge of bankruptcy.

"The rain still continues here; in fact, it has practically rained continuously for nearly 90 days, a condition which has never existed heretofore in the Argentine. Only the other day they had riots in Rosario by the unemployed, who claimed that they were in a starving condition. Fortunately the Government here is very well organized with a well-drilled army, so that no serious trouble is expected."

Very truly yours,  
GEO. E. LONG,  
Vice-President.

**Statement of the Ownership,  
Management, Circulation,  
Etc., of**

## THE SEATTLE DAILY TIMES

Editor, Blethen, Alden J., Seattle, Wash.  
Mag. Ed., Blethen, Clarence B., Seattle, Wash.  
Bus. Mgr., Blethen, Joseph, Seattle, Wash.  
Pub., Times Printing Co. of Seattle.

Owners: Blethen, Alden J., Seattle, Wash.; Blethen, Clarence B., Seattle, Wash.; Blethen, Joseph, Seattle, Wash.; Blethen, Rose A., Seattle, Wash.; Duffy, Mrs. Florence Blethen, Seattle, Wash.; Mesdag, Mrs. Marion R. Blethen, Seattle, Wash.

Known bondholders, mortgagees and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: None.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement: Daily, 71,523; Sunday, 89,079.

ALDEN J. BLETHEN, Editor.

Sworn to and subscribed before me this first day of October, 1914.

(Seal) F. D. HAMMONS,

Notary Public in and for the state of Washington, residing at Seattle.

(My commission expires Dec. 10, 1915.)

### Circulation for September, 1914:

Average DAILY .....76,158

Average SUNDAY .....92,020

THE TIMES LEADS all competitors in Department, Furniture and Clothing Store, Moving Picture and Classified Advertising.

THE TIMES LEADS the second paper in PAID Automobile Advertising, January 1st to September 30, 1914, by 70,238 lines.

## TIMES PRINTING CO.

Seattle, Washington.

The S. C. Beckwith Special Agency  
Sole Foreign Representatives

NEW YORK ST. LOUIS CHICAGO

### College Advertising

We represent the important college papers of the United States and Canada. All information about this field on request. Ask us how we co-operate with manufacturers.

**USA**

Collegiate Special Advertising Agency, Inc.  
503 Fifth Avenue, New York



## Cotton Batting Ads Warm Up Dealers

**A**N attractive ad in the current *Ladies' Home Journal* and *Delineator* shows a promising effort on the part of a manufacturer of cotton batting to raise the standard of bed and crib quilts and comforters and lead housewives back to making their own, as most of them do not to-day, but, as their mothers and grandmothers did before them and as they might do, it is pointed out, with improved cleanliness and appearance. It is an effort of the same kind as the Western millers are making to encourage home baking, and Fleischman, the yeast manufacturer, and one which the women's magazines are sedulously promoting in the interest of better living at a lower cost and of interesting home occupation.

The Rock River Cotton Company, of Janesville, Wis., is the advertiser. Its cotton batting is branded "Crown Jewel" and sells in large rolls, one of which is offered free in return for ten trade-marks cut from the wrappers of Crown Jewel batting. This proposition does not appear to have been taken yet as seriously as the house would like, but in spite of this and the fact that direct benefits cannot be traced and it is left to speculation as to the amount of interest it may have aroused among housewives, it is satisfied to continue and develop its modest campaign.

"It surely has assisted us with the store trade," it says, "in the fact that they are more accustomed to our brand, Crown

Jewel, on account of this advertising; and we believe the dry-goods merchants are as keen to the interests of the housewives and their wants as it is possible for them to be; and they necessarily do read the advertisements in these housewives' magazines.

"We are using at the present time the *Ladies' Home Journal* and the *Delineator*. We have used in the past the *Mother's Magazine*, the *Farmer's Wife* and a few others. As to the advertising we are doing in other lines of magazines, we might mention the fall and winter fashion quarterlies of the Butterick trio, the *Dry Goods Economist*, *Dry Goods Reporter* and the *Drygoodsman*."

William A. Zink has resigned from the advertising department of the National Cloak & Suit Company, and is now in charge of the advertising for Stern Brothers, New York City.



is absolutely pure.

You will find Crown Jewel Cotton Batting the ideal material for quilts and comforters. It is made of the choicest Southern long fibre cotton. Its snowy white hue is Nature's own; no chemical bleaching is used or necessary. Light, downy, soft and elastic—Crown Jewel Cotton Batting delights the housekeeper who appreciates the superior sanitary advantages of home-made bed clothing.

## CROWN JEWEL COTTON BATTING

Crown Jewel Cotton Batting comes in even and uniform layers, which will not part, bunch or knot with use. You don't have to stitch or sew the layers together. Bedding made from it is warm and comfortable, yet light in weight.

Dealers who select merchandise for its quality handle Crown Jewel Cotton Batting.

ROCK RIVER COTTON CO., Dept. 10, JANEVILLE, WIS.

Look for the Crown Jewel trademark on the roll. If your dealer hasn't it, send us his name and ask for descriptive booklet.

**ONE ROLL FREE** To assist in this advertisement we will furnish one full size roll of Crown Jewel Cotton Batting FREE, to anyone sending us ten Crown Jewel trademarks cut from wrapped Crown Jewel Batting.



THE NEW COPY APPEARING

## British Investigation of Patent Medicine Advertising

Select Committee of the House of Commons Recommends Complex and Drastic Regulations—Certain Classes of Publications Scored—Law Against Fraudulent Advertising Really Needed

By Thomas Russell

*Special London Correspondence*

FOR a long time the medical profession in this country has been trying to regulate the advertising and sale of patent medicines. Two years ago it succeeded in getting the House of Commons to appoint a Select Committee to investigate the question. A Select Committee to the House of Commons is one of those peculiar mechanisms of the British Constitution by which sometimes very remarkable results are secured. Such a committee can call and compel the attendance of witnesses and sometimes administer an oath. In practice the evidence is almost entirely voluntary, and it usually covers about ten times the amount of ground that is really germane to the inquiry.

After the evidence is taken the members of the committee draw up a report, usually accompanied by recommendations. These sometimes form the basis of an Act of Parliament; sometimes they serve as a convenient means of shelving the whole question.

In the present case the committee reported that proceedings for fraud against proprietors and vendors of proprietary medicines on the ground that they cannot cure the diseases they mention were practically unknown; that the Merchandise Marks Law gave no specific authority to local authorities to prosecute for a false trade description, and that no private individual had ever yet seen fit to do so in respect of a proprietary medicine. Neither does this law apply to fraudulent advertisements, except in so far as advertisements accompany the

goods. It was estimated that ten million dollars annually were spent in the advertising of proprietary medicines—an estimate probably grossly under the facts. The committee further reported:

The respectable press, speaking generally, refuses all advertisements having any suggestion of impropriety. Some papers of the so-called "religious press," we are told, show a wider hospitality to secret-remedy advertisements, and many of an objectionable character have been found in their columns. It is also lamentably true that the cheap so-called "home" weeklies, intended for the reading of girls and young women, contain advertisements of a grossly improper nature. Many improper advertisements from weeklies, sporting prints, "religious" and "home" papers were exhibited to us—including nineteen advertisements of drugs obviously intended to be used as abortifacients in one provincial Sunday paper—but none of this character from high-class dailies or weeklies. We are convinced that the proprietors of the better class of newspapers and secret remedies alike would welcome a drastic suppression of suggestive or improper advertisements. The foregoing observations do not refer to the advertisements of swindlers like Macaura, the "eye quacks," the "deaf quacks," the cancer-curers, the consumption-curers, the electric-belt makers, the curers of rupture without operation, or "fakirs" generally. As regards these classes, most newspaper proprietors do not regard it as incumbent upon them to test the good faith of secret-remedy advertisers, any more than of advertisers of other goods, though a few of the leading papers exercise a very severe censorship upon advertisements of this kind also.

Mention is made in the report of two books published by the British Medical Association, purporting to give the formulæ of some hundreds of proprietary medicines, but the committee apparently ignored the fact that numerous witnesses denounced the analyses in these volumes as idiotically incorrect. The report gives the quantity of alcohol contained in a number of medicated wines and other preparations, the names of some of which are spelt wrongly in the report, which does not look as if it had been very carefully drawn up.

The committee considered that the existing law against fraudulent trading had proved inoperative, and that traffic in secret remedies, except as regards certain poisons scheduled by statute, was practically uncontrollable, and more especially that grave

injury was caused to the public by the existing sale of medicated wines. The recommendations of the committee included the institution of a ministry of public health, the establishment of a register of manufacturers, proprietors and importers of patent, secret and proprietary remedies, and called for the deposit of an analysis. The ministry of public health was to have the right to prohibit entirely the sale of any article subject to an appeal to the High Court of Justice. It was also recommended that the period of validity of a name used as a trademark for a drug be limited, as in the case of patents and copyright, and concluded with the following specific recommendations:

- That it be a breach of the law—
- (a) To enclose with one remedy printed matter recommending another remedy.
  - (b) To invite sufferers from any ailment to correspond with the vendor of a remedy.
  - (c) To make use of the name of a fictitious person in connection with a remedy. (But it should be within the power of the department to permit the exemption of an old-established remedy from this provision.)
  - (d) To make use of fictitious testimonials.
  - (e) To publish a recommendation of a secret remedy by a medical practitioner unless his or her full name, qualifications, and address be given.
  - (f) To promise to return money paid if a cure is not effected.

The report of the committee contains the names of a number of diseases evidently regarded as incurable, and recommends that it be illegal to advertise any medicines for the cure of them. These diseases are: Cancer, consumption, lupus, deafness, diabetes, paralysis, fits, epilepsy, locomotor ataxia, Bright's disease, rupture (without operation or appliance).

The abuses that exist in connection with the sale of proprietary medicines also exist in the sale of medicines which are constantly being prescribed across the counter by retail druggists, although counter-prescribing is specifically prohibited by law. Also there is much more proprietary medicine sold exclusively on medical prescriptions than advertised as quack remedies to the public, and all the restrictions on quack

medicines would apply with equal force to such "ethical" remedies if the advice of the Select Committee were taken by the legislature. The sale of medicated wines in this country is a great abuse, and ought to be subject to restrictions. A simple prohibition of false and misleading advertisements would not have the hampering effect upon legitimate trading which the complex recommendations of the Select Committee would undoubtedly inflict.

### Expert Advice on House Organs

*From Lord & Thomas' "Judicious Advertising"*

Foreign Advertising in the House Organ: Personally, I am against it. The house organ should forward the business of a single firm—the firm issuing it. To take outside advertising is to submerge the firm's individuality into that of every advertiser in the house organ. It arouses conflicting interests. The reader no longer considers the house organ a personal expression. And it isn't. The "publisher" frankly indicates that he wants the readers' business for himself and for those who use his advertising pages.

No house organ can be really self-sustaining by inserting a few pages of outside advertising. The firm puts itself under obligation to those advertisers, and the extra effort and expense required to make the house organ "pull" for those advertisers run up the cost and likewise detract from the effort to secure personal business.

It can't be both a successful house organ and a trade paper. To secure business for yourself requires concentration on that effort, which is impossible when there are conflicting interests.

To solicit advertising from firms who are indebted to you for business is to wield unintentionally, a club that will rebound upon your head when you least expect it.

### Linking Up With the World's Series

When the Boston Braves and Athletics opened the world's series the Foster Rubber Company, Boston, manufacturers of Cat's Paw Rubber Heels, issued large advertisements in all the large cities announcing that "The Braves Wear Cat's Paw Heels." The body of the advertisement was made up with pictures of such famous players as Johnnie Evers, W. L. James, W. J. Maranville, and others, followed by a testimonial from each ball player. The message of the advertisement was that "Pennant Winners must have sound legs and steady nerves" and that "they take care of their speed by wearing the best rubber heels that can be made."

## Newspaper Space for War Relief Fund

**W**ITHIN a couple of weeks advertising has been commenced in New York daily papers by the Belgian Relief Committee in behalf of the fund for the non-combatant sufferers in Belgium. The campaign is under the direction of Edward B. Ly-

man, publicity manager for the relief committee, who hopes to secure half a million dollars for the fund by means of the advertising and letters sent to especially prepared lists.

The initial advertisements, variants of the copy shown herewith, were followed by appeals from other angles. Each day's copy shows the fund's increase on the previous day and the total to date.

# STRICKEN BELGIUM Needs *Your* Help

Thousands of her **WOMEN AND CHILDREN** are Innocent Victims  
of the War's Devastation.

"Seven out of nine provinces which comprise the Kingdom of Belgium have been devastated by the most dreadful war known to history. The peaceful countryside is strewn with the dead and dying. Thousands and thousands of people have nothing in the world left, not a roof over their heads, no money, no clothes, and no chance of earning a living of any sort. The sight of the poor refugees streaming into Antwerp from Louvain and Malines, women with babies in their arms, their older children clinging to their skirts, men shivering their decrepit fathers in wheelbarrows or helping along a crippled brother or son, is more pitiable than any words can express."—*for Equinox*.

### This Appeal is NOT Political.

It involves no judgment of the merits of the war itself. It is purely to relieve the appalling destitution and misery of the Belgian women and children and other NON-COMBATANTS.

## The Need is Desperate

It is to America Belgium looks—to America, comparatively unharmed by the world catastrophe. There never has been a more worthy cause, a greater opportunity for effective contribution. Belgium needs help NOW—YOUR help.

Checks should be made payable to "J. P. Morgan & Co. For Belgian Relief Fund."—23 Wall St., N.Y.C.

### BELGIAN RELIEF COMMITTEE

Room 112, 10 Bridge St., New York

Rev. J. F. McManis, President.  
Robert W. De Forest, Chairman of Executive Committee.  
Emmanuel Henswille, Belgian Minister in the U.S.  
Florence Math, Counsel at New York.  
Lyman Abbott, Henry W. De Forest, Bernard Weiss,  
Otto L. Baerwald, Cleveland M. Dodge, John F. McMillan,  
James E. Bush, Thomas F. Rickard, Thomas Vander,  
Charles E. Smith, Rev. C. E. Rice, Fred C. Underhill,  
Robert H. Brewster, M. Baerwald, Herman Alfred F. Miller

Received Sept. 25th. \$2,738.00  
Received Previously. 60,552.49  
Total to Date. \$63,290.49

"He Gives Twice Who Gives Quickly."

COPY USED EARLY IN THE CAMPAIGN

man, publicity manager for the relief committee, who hopes to secure half a million dollars for the fund by means of the advertising and letters sent to especially prepared lists.

"If results warrant," said Mr. Lyman, "the newspaper advertising will be extended. One of the problems in connection with the copy was to make the appeal strictly neutral in tone and statement, and at the same time depict the dire need of the women, children and other non-combatants in Belgium. We believe this has been accomplished, however.

"The efficacy of the circularization and use of newspapers is shown by the increase of the fund in twenty-eight days from \$6,000

## Regal Adds to Its Store Service

The Regal Shoe Company and the Scholl Foot Easer Company, of Chicago, have joined forces in an advertising campaign. One advertisement of the series announced that an expert foot specialist has been installed in all the 50 Regal shoe stores qualified by a special training to provide and fit with the proper Scholl corrective appliance every sufferer from foot troubles. The service was advertised as entirely free and in the Chicago stores a week's free demonstration was given by Dr. Wm. M. Scholl.

## Bruce Barton now With Crowell Pub. Co.

Bruce Barton is now connected with the Crowell Publishing Company, New York, in an editorial and promotional capacity. He has previously been with *Collier's Weekly*, his work there being of similar nature, and before that was with *Vogue*.

# The Little Schoolmaster's Classroom

SAYS a live merchant in a typical New York State town of about three thousand population: "The most noticeable thing to me about the buying habits of people is that people are going up in their tastes. Women who used to buy stockings at fifteen cents now pay fifty cents. In cloaks, dresses, etc., the same thing is true. And people are getting better shoppers all the time. This may be due to the fact that markets have been coming closer to customers during late years."

\* \* \*

A man who wrote to three insurance companies for information as to the best company and the second best was much impressed by the fact that the three companies agreed on one other company as the second best. "If three think it is the second best, it's good enough as a first best for me," was his conclusion. The insurance company that was named by the three got hold of the data and issued a fetching folder on the subject of "The Second Best Company."

Says an advertising manager: "I could wish no greater tribute to my work than to have the dealers we solicit all feel that our company is 'the second best' and that they will come over to us whenever there is the slightest reason for making a change."

\* \* \*

Those concerns who are pestered with infringements may have the satisfaction of knowing that the financial world regards these things as evidences of success. A high-grade dealer in high-grade securities has this in his printed matter:

How successful the National Biscuit Company idea has been is proven not only by the steady increase in the market value of the stock, but by the thousands of imitations which have sprung up. With over two hundred competitors in the United States, the National Biscuit Company has had more than 800 infringements upon its trade names and trade-marks.

As the novice writer of fiction says, this is a true story. A national advertiser was planning to do some local advertising in Elizabeth, N. J. He had never been in the town prior to this call on the dealer, but he walked right in and began to talk confidently about the value of local advertising in the *Elizabeth Journal*. No stopping in drug stores and asking "What is the leading paper of your town?" Small though they were, the little *Journal* advertisements in *PRINTERS' INK* had been making their impression. The advertiser felt familiar with the *Journal*. No other paper was even discussed.

\* \* \*

Every man and every woman in the world was a child once. That is one of the very few general statements which can be made with entire safety. And that is the main reason why the Schoolmaster thinks well of the new Pratt & Lambert magazine copy, which is based on the beautiful hanger reproduced elsewhere in this issue. Frankly, the Schoolmaster likes it, and he thinks most people will like it, too, just as they like the Big Ben whimsicalities, and the Kellogg kiddies, and a few others. How many people are disposed to buy simply because a sentiment has been touched, or the product has been shown in a pleasant light? Literally, thousands of them.

\* \* \*

In browsing through the copy in the magazines and elsewhere, the Schoolmaster is frequently oppressed with the feeling that advertisers are convinced that the public is bitterly opposed to the purchase of their goods, and that the aforesaid public must be taken by storm and overwhelmed by sheer weight of argument. But a vast number of people are only indifferent, and are sitting quite calmly on the fence awaiting the pleasant invitation which will incline them to one side rather than

another. They really don't care which breakfast food they eat, or what varnish the painter uses, or what alarm clock interrupts their dreams, and they refuse to become seriously exercised over the subject. Superlative protestations only weary them, and they get the impression that somebody is trying to make a vital issue out of a very trivial affair. Such people are often quite ready to respond to the whimsical or the fantastic appeal, however, which does

not appear to be laboring so heavily to make its point.

\* \* \*

Every possible buyer of any product was a child once, and the childish imaginings aren't quite so foreign to them now as we sometimes think they are. Perhaps the little conceit of the fairy's magic wand is not quite so practical as overalls and a paint brush, but if it makes a thousand people smile, inwardly if not visibly, it has gone a long way towards that

## Color Process Printing and Engraving

Catalogs, Circulars, Covers,  
Inserts, Car Cards,  
Poster Stamps



Cone, Parker & Storfer  
730-740 N. Franklin St.  
Chicago

COMMERCIAL FILMS  
**SLIDES**  
HAROLD IVES COMPANY INC.  
Metropolitan Life Building New York  
**SLIDES**  
MOTION PICTURE THEATRE ADVTG.



## I Am Assistant Advertising Manager of the American Multigraph Sales Co.

**My Present Salary is \$2,500 per Year.**

On account of a change in the company's advertising policy my services are no longer needed here and the Multigraph and I part with mutual regret.

I am an expert in printing and printing costs and as a creative advertising man I have made good in various lines.

Dozens of high-grade references if you want them. My record is pretty well known, but I'll send a history to those who never heard of me.

I have eight good reasons for wishing to make a connection soon—six boys and two girls.

**ARTHUR T. GARRETT**

Assistant Advertising Manager American  
Multigraph Sales Co.  
Cleveland, Ohio

## Lincoln Freie Presse

**GERMAN WEEKLY**  
LINCOLN, NEB.

Takes the place of 200 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 36 cents.

Actual average circulation 131,428

## Is This "Bogey"?

One good friend of PRINTERS' INK has so effectively preached the gospel of the "Little Schoolmaster" to his acquaintances that ten of them have subscribed.

We will be interested to know to what extent in this way we are indebted to others among our readers.

**Printers' Ink Publishing Co.**

12 West 31st Street

New York

favorable first impression which is the beginning of good will. Of course, it won't appeal to everybody alike, but the Schoolmaster cannot think of any kind of copy that will.

\* \* \*

"We tell our advertisers to use the scissors instead of superlatives," writes Guy Trail, of the Maryville, Mo., *Tribune*, and he adds: "The local merchants are such good advertisers that we have never made an effort for foreign business. But we shall some day, when we know how exactly. If we ever get pinched for strong-arming our advertisers into using big city ideas in their copy, we shall name PRINTERS' INK as the real guilty party."

It occurs to the Schoolmaster that there may be a lot of small-town newspapers, like the one quoted above, which are educating their local advertisers into a better understanding of what advertising is and what it can do. Making them better advertisers can hardly fail to make them better dealers, which is of immediate interest to manufacturers. Maybe there is a thought here that is worth developing. The Schoolmaster doesn't attempt to work out the details; he only writes it into the record for what it may be worth.

\* \* \*

As a matter of fact the Schoolmaster thinks that efforts to educate dealers to an appreciation of advertising values, whether it is their own advertising or that of manufacturers, usually pay far out of proportion to the expenditure involved. The *Pittsburgh Gazette Times* and *Chronicle Telegraph*, for example, recently mailed under first-class postage, to a list of 1,200 grocers in Pittsburgh, a special eight-page edition made up entirely of ads of food products which either paper had been carrying. The scheme was not a solicitation for local business, but simply an effort to impress dealers with the fact that manufacturers were advertising to Pittsburgh people the merit of the goods which these dealers had for sale. "Display the advertised



goods in your windows and show-cases" was the appeal. "Read the advertisements in these papers to familiarize yourself with the selling arguments."

\* \* \*

The Schoolmaster's desk is a sort of catch-all for the interesting odds and ends which don't seem to fit in anywhere else. For example, here is a little device adopted by the Einson Sign Company, New York, to get attention for its letters of solicitation. It is a gummed label printed in red and perforated through the middle. The top half reads: "This is a *personally written* letter and we thank you for treating it as such. In replying, please use the attached." The lower half bears the inscription: "Attention of Fred A. Wish, Adv. Mgr."

Mr. Wish tells the Schoolmaster that he receives a large number of letters with the sticker carefully affixed.

\* \* \*

Taking a try at mail-order advertising is a fine thing for any copy writer. In this field copy is thrown strictly on its merits. There is no window display, no local acquaintance to help along the copy argument. Your pet theories are put to the deadly tests of the coupon and the return card, and like as not a few surprises will fall to your lot. But the experiences will teach you how to use space, will acquaint you with the price and the power of words.

\* \* \*

Make your dealer advertising as "automatic" as possible. The more you leave for the dealer to do, the more likely it is that your matter will not be sent out. Indeed, it is a question as to whether or not it is not best to get a mailing list from your dealers and send out the advertising matter from your own office rather than trust to the great uncertainty of having some dealers do their part of the work.

B. J. Rowley has joined the ranks of the Philadelphia advertising agents, in the name of Rowley's Advertising Agency.

George H. Corey, until recently advertising service manager for the Hudson River territory of the Street Railways Advertising Co., is now conducting a service agency in Scranton, Pa.

## YOUR LITERATURE IN SPANISH

How to put your correspondence and advertising literature into language familiar to the South American customer is no easy matter. It requires the experience of men who know the attitude of your prospects, and how to reach their pocketbooks. We design, write, translate, print and mail your advertising matter destined for the ready markets of Central and South America. We have complete mailing lists of all Spanish-speaking countries; a direct mail department; native designer; and a printing plant producing high-grade catalogs, booklets, folders, window cards, etc., in the Spanish language.

Send for details. A simple request on your firm stationery will be sufficient.

### THE CRAFTSMAN PRESS

Spanish - American Service Department  
61 Elizabeth Street, Rochester, New York

## The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

**LIFE ANNUITIES**—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

**LIFE INSURANCE.** In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21%, for another 40%, giving superior contracts in each case.

J. A. STEELE, 170 Broadway, NEW YORK



### "THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

American Journal of Clinical Medicine	Chicago, Ill.
American Journal of Surgery	New York
American Medicine	New York
Interstate Medical Journal	St. Louis, Mo.
Medical Council	Philadelphia, Pa.
Therapeutic Gazette	Detroit, Mich.

#### ASSOCIATED MED. PUBLISHERS

S. D. CHODEN, Sec'y, Ravenswood Sta., Chicago, Ill.  
A. D. McTIERNAN, Eastern Representative,  
386 Fifth Avenue, New York.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**PACIFIC COAST FARMERS** of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

### ARTISTS



#### Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service 131 East 23rd St. New York

### COIN ENVELOPES

**COIN ENVELOPES FOR SALE**—Well made, flap gummed, size one and one-eighth inches square. To clean out present supply will sell in quantities at a very low price. Write for samples and prices, stating requirements. Box VV-706, P.I.

### GUMMED LABELS

**"MADE IN AMERICA"** Gummed Stickers. Printers supplied. Ask for samples. GIL-MARTIN LABEL CO., Bible House, N. Y. City.

### HELP WANTED

**RESIDENT MANAGER** with thorough knowledge of advertising, highest references, clean record and small amount of capital can secure exclusive county rights and earn Two Thousand Dollars annually with the best co-operative proposition in existence. Address, **SECRETARY**, Suite 214, 1507 Arch St., Phila.

### MAILING LISTS

**18,000 NAMES — WEALTHY PEOPLE** of Philadelphia, just compiled from official records made over affidavits giving street addresses and amounts in dollars, largest, most complete, accurate and trustworthy ever compiled, guaranteed authentic. Price \$10.00. V. W. Mills, 1100 Stock Exchange Building, Phila., Pa. Reference R. G. Dun & Co., Phila. office.

### MISCELLANEOUS

**Many Alert Ad Men** have distributed thousands of sticks in the past of chewing gum, each one carrying an attractive advertisement. It is our business to manufacture the gum, which is of the highest grade, and to print the labels. All flavors. Gum guaranteed under Pure Food Act. Samples and prices on request. **THE HELMET AD GUM CO.** Cincinnati, Ohio.

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.** 12 W. 31st St., New York City.

### POSITIONS WANTED

**LIVE WIRE** advertising manager - solicitor seeks new connection on central or northwest newspaper or agricultural journal. Address Box UU-689, care of Printers' Ink.

### EXPERT ARTIST

Illustrates for best periodicals. Draws lettering and designs for leading advertisers. Convincing writer. 3 years art manager large agency. Desires salaried position. Box VV-708, Printers' Ink.

**YOUNG MAN** wishes opportunity to prove ability to write advertising matter of the right kind. Ads, circulars, folders, letters - sales and follow-up, etc. 3 years' experience and success selling by mail. Possess valuable diversified business education. Excellent reference. Box VV-707, care of Printers' Ink.

**ADVERTISING SOLICITOR**—Experienced, reliable, successful business producer, well and favorably known in New York City and over Eastern territory, including New England, open for engagement on general or class publication; salary or commission basis; best credentials. Box PQ-590, care of Printers' Ink.

## HOUSE ORGAN EDITOR

seeks position where his several years' experience in editing, writing for and making up of house organ will be of value. Can also write advertising copy. Address, Box VV-704, care of Printers' Ink.

**IF AN ACTIVE, industrious young man of the following qualifications can fit into your plans of organization it will result to our mutual profit. American, age 25, unmarried, five years general agency; over a year special representative and make-up man on a leading mail order publication. Salary secondary. Correspondence confidential. Box VV-702, care of Printers' Ink.**

## You Can Thank the Kaiser

for this opportunity to secure a capable copy writer and originator of selling ideas with a broad agency experience. The chief consideration is the connection; one with an agency or ad dept. that recognizes the utmost in ability and affords a wide field for its application. Address, ADAPTABILITY, Box VV-703, care of Printers' Ink.

## Lady Manager and Advertising Copy Writer

Wants executive, promotive position. Capable accountant, correspondent, advertising copy writer, clerical force and departmental manager. A-1 references. Address, TT-655, care Printers' Ink.

## Make-Up Man for Hire

For the past five years have been in charge of the advertising department of one of the largest semi-technical magazines. Thoroughly experienced in office detail, supervision of mechanical work, laying out and writing copy, purchasing printing, engraving, electrotyping, paper, etc. Services available at once. Age 30. W. J. W. 1847 Estes Ave., Chicago.

## Advertising Man for New England Manufacturer

College-trained; 7½ years' successful experience. Now, and for 2½ years past planning and producing trade and consumer advertisements, house organs, booklets and mailing folders, dealer helps, salesmen's bulletins and equipment for large concern. Outside salesman for similar period. Sales-promotion correspondent 1 year. Age 30. Married. Box VV-706, Printers' Ink.

## DO I FIT? Mr. Advertising Manager or Magazine Publisher

Seven years' advertising experience, thorough and practical in several lines. Unusual testimonial from general manager largest magazine and newspaper organization. Experienced and capable executive; forceful and original copy-writer. Age twenty-six; American; married. Salary secondary to opportunity and permanency. Present position futureless. P. O. Box 90, Grand Central, N. Y. City.

## I AM EVERYTHING

that a finished Retail Store Advertising Man should be—twenty years with one large concern, ten years as a Window Dresser, five years as Sales and Advertising Manager. If yours is a Men's Outfitting Store doing half a million or over, I can help you do more. Have Agency connection now, want a change that will do me good.

Address, Box VV-700, care of Printers' Ink.

## Pacific Coast and Middle West

Six years with two national advertisers as asst. advertising manager and advertising manager. Six years with leading agencies as solicitor, copy and plan man, and in charge of accounts. Know how to dig out the facts and carry out business producing campaigns from A to Z. Expert in preparation of strong, attractive ads, booklets and follow-up; printing, engraving, art. Able executive with enthusiasm and capacity for hard work. Will go anywhere as advertising manager or with agency, but prefer Pacific coast or Middle West. Box VV-701, care of Printers' Ink.

## PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PUBLISHING BUSINESS OPPORTUNITY

**WAR REVERSES** the trend of prices of Publishing Businesses. Get started now and enjoy opportunity when peace is established. **HARRIS-DIBBLE COMPANY**, 71 West 23rd St., New York City.

## STANDARD BOOKLETS

**HIGHLY SPECIALIZED** ability to write and design, and facility to print small and large editions of booklets, standardized 3¼x6, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 28-32 So. 3rd St., Philadelphia, Pa.

## "All Copies Gone From Newsstands"

is a complaint **PRINTERS' INK** frequently hears although an average of twelve to thirteen hundred are sold weekly through that channel.

The certain way to get **PRINTERS' INK** regularly is to subscribe—

\$2.00—1 yr.

\$5.00—3 yrs.

**Printers' Ink Publishing Co.**  
12 West 31st Street, New York

## Roll of Honor

### ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, 29,002. First 3 months, 1914, 30,345. Best and cleanest advertising medium in Alabama.

### ARIZONA

Phoenix, *Gazette*. Government statement April 1, 1914, 6,544, gross, 7,001; June aver. 6,127.

### CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 15,630, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1913, Daily, 8,666; Sunday, 8,533.

### ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,591.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,658; Sunday, 10,876.

### INDIANA

South Bend, *Tribune*. Sworn average Sept., 1914, 13,125. Best in Northern Indiana.

### IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 9,818; Sunday, 10,518. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,234; Sunday, 48,898. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 16th year; Av. dy. 1913, 9,231. April daily aver. 14,768.

### KENTUCKY

Louisville, *Courier-Journal*. Average 1913, daily, 30,669.

Louisville, *The Times*, evening daily, average for 1913 net paid \$1,328.

### LOUISIANA

New Orleans, *Item*, net daily average for 1913, 85,864.

### MAINE

Augusta, *Kennebec Journal*, daily average 1913, 10,667. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Evening Express*. Net average for 1913, daily 19,637. Sunday Telegram, 13,902.

### MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 86,838; daily, 76,733. For Sept., 1914, 77,971 daily; 62,220 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

## Boston Globe

Average Gross Circulation 1913:  
177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 6,334,760 lines, 1,136,822 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (60). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 15,338; 1913, 15,873. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest evening.

### MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for first 9 months, 1914, 113,166.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1857. Oldest Minneapolis daily. Average net paid circulation for 1913, daily Tribune, 100,763; Sunday Tribune, 159,163.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 125,602.

### NEW JERSEY

Camden, *Daily Courier*. Daily, Oct. 1st, 1913, to Mar. 31, 1914, 11,068.

### NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 103,249; daily, 61,755; *Enquirer*, evening, 47,800.

Buffalo, *Evening News*. Daily average, for 1913, 83,379.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1913, 23,006. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

### NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (e) av. June, '14, 6,106. *Semi-Weekly Sentinel*, av. June, '14, 7,418.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,004. For Sept., 1914, 124,920 daily; Sunday, 160,338.

### PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1914, 22,801; 23,850 av., Sept., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. The *Press* (60) is Philadelphia's Great Home Newspaper. Besides the *Guarantee Star*, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,999; the Sunday *Press*, 170,067.

Washington, *Reporter and Observer*, circulation average 1913, 13,878.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1913, 19,135. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader**, eve. net, sworn, av. for 1913, 19,157. "Charter Member A. B. C." York, **Dispatch and Daily**. Average for 1913, 19,157. Covers its territory.

### RHODE ISLAND

**Pawtucket, Evening Times**. Average circulation for 1913, 21,628—sworn.

**Providence, Daily Journal**. Sworn ave. net paid for 1913, 19,056 (©©). Sunday, 30,494 (©©). **The Evening Bulletin**, 67,602 sworn ave. net paid for 1913.

**Westerly, Daily Sun**. S. E. Conn. and S. Rhode island. Sun to every 7 persons. Average, 1913, 6,630.

### SOUTH CAROLINA

**Columbia, State**. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,025. Jan., 1914, average, daily and Sunday, 28,014.

### VIRGINIA

**Danville, The Bee** (eve.) Average, Sept., 1914, 6,784.

### WASHINGTON

**Seattle, The Seattle Times** (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. Average daily circ. last six mos. 1913, 67,060; Sunday, 94,887. In March, 1914, the *Times* beat its nearest competitor by 393,524 agate lines.

**Tacoma, Ledger**. Average year 1913, daily and Sunday, 21,081.

**Tacoma, News**. Average for year 1913, 20,810.

### WISCONSIN

**Janesville, Gazette**. Daily average, Sept. 1914, daily 7,631.

**Racine (Wis.) Journal-News**. Daily average circ. Jan. 1st to Dec. 31st 1913, 6,832.

### SASKATCHEWAN, CANADA

**Regina, The Leader**. Average, for 1913, 12,862. Largest circulation in Saskatchewan.

## Want-Ad Mediums

### CONNECTICUT

**New Haven Register**. Leading want ad medium of State. Rate 1c. a word. Av.'13, 19,336.

### MAINE

**The Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

### MINNESOTA

**The Minneapolis Tribune**, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,419 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

### MARYLAND

**The Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

### NEW YORK

**The Buffalo Evening News** is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

### PENNSYLVANIA

**The Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

### UTAH

**The Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## Gold Mark Papers

### ILLINOIS

**Bakers' Helper** (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (©©). Actual average circulation for 1912-13, 17,266.

### MASSACHUSETTS

**Boston, American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (©©). **Boston Evening Transcript** (©©), established 1830. The only gold mark daily in Boston. **Worcester L'Opinion Publique** (©©). Only French daily among 75,000 French population.

### MINNESOTA

**The Minneapolis Journal** (©©). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

### NEW YORK

**Brooklyn Eagle** (©©) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (©©), the recognized authority of the Dry Goods and Department Store trade.

**Hardware Dealers' Magazine** (©©). Specimen copy mailed on request. 253 Broadway, N. Y. **New York Herald** (©©). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

**Scientific American** (©©) has the largest circulation of any technical paper in the world.

### PENNSYLVANIA

## THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

### RHODE ISLAND

**Providence Journal** (©©), only morning paper among 600,000 people. "The R. I. Bible."

### TENNESSEE

**The Memphis Commercial Appeal** (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily over 56,000; Sunday, over 87,000; weekly, over 96,000.

### WASHINGTON

**The Seattle Times** (©©), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

### WISCONSIN

**The Milwaukee Evening Wisconsin** (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

# Table of Contents

PRINTERS' INK, October 22, 1914

Why and How a Manufacturer Should Make Trade Investigations.....	3
<i>Charles Coolidge Parlin</i> Mgr., Division of Commercial Research, Curtis Publishing Company.	
New Processes Liven Up Fall Dealer Helps.....	17
What Makes a Good Trade Name?.....	26
How a Mail-Order House Picks Mediums.....	28
Campaign Planned to "Take Hold" Quickly.....	36
Wants Flour Uses Advertised.....	38
What Advertising Best Expresses the "House"?.....	39
More Light on Bankers and Advertising.....	41
<i>Everitt B. Terhune</i> Gen. Mgr. and Treas., Boot and Shoe Recorder Pub. Co., Boston.	
Making the Clerk Work for Your Brand.....	42
A. B. C. Audits Under Way.....	52
Innovation in Chalmers Motor Copy.....	54
Applying Photoplay Principles to Copy Writing.....	58
Concentration of Ownership and Direction in Other Fields—VI.....	60
<i>Charles W. Hurd and M. Zimmerman</i> Members of the Editorial Staff of PRINTERS' INK.	
Editorials .....	70
Much Smoke and Little Fire—No Mystery to the Advertising Man —"Making Men as Well as Things"—Getting the Dealer's Point of View.	
Showing Goods in South America.....	73
Cotton Batting Ads Warm Up Dealers.....	82
British Investigation of Patent Medicine Advertising.....	83
<i>Thomas Russell</i>	
Newspaper Space for War Relief Fund.....	85
The Little Schoolmaster's Classroom.....	86

# Index to Advertisers

PAGE	PAGE
American Journal of Clinical Medicine ..... 89	Judd, Orange, Co..... 21
American Journal of Surgery ..... 89	Lincoln Freie Presse..... 88
American Medicine ..... 89	McKittrick, James, Co., Inc. 79
American Sunday Monthly Magazine ..... 96	Medical Council ..... 89
Associated Medical Publishers ..... 89	
Ayer, N. W., & Son..... 1	New-Yorker Staats-Zeitung. 69
Birmingham & Seaman Co. 22	Nichols-Finn Advertising Co. 7
Butterick Publishing Co.... 13	Northwest Farmstead ..... 21
Chesman, Nelson, & Co.... 65	
Chicago Paper Co..... 55	Passaic Metal Ware Co.... 47
Classified Advertisements ..90-91	Physical Culture ..... 78
Collegiate Special Advertising Agency ..... 81	Pittsburgh Chronicle Telegraph ..... 80
Collier's ..... 37	Pittsburgh Gazette Times.. 80
Comfort ..... 48-49	Popular Electricity & Modern Mechanics ..... 78
Cone, Parker & Storfer.... 87	Printers' Ink .....30-31, 88
Craftsman Press ..... 89	
Curtis Publishing Co..... 29	Quoin Club—The National Periodical Ass'n. .... 50
Dyer, George L., Co..... 27	
El Comercio ..... 67	Red Book Magazine.....14-15
Engineering and Mining Journal ..... 25	Rogers & Hall Co..... 9
Farm Journal ..... 56	Roll of Honor Papers....92-93
Francis, Charles, Press.... 77	
Garrett, A. T..... 88	Scribner's Magazine ..... 5
Gold Mark Papers..... 93	Seattle Times ..... 81
Good Housekeeping Magazine 16	St. Nicholas ..... 32
Hill Publishing Co..... 25	Steele, J. A..... 89
Hurford, J. N..... 80	
International Silver Co.... 57	Therapeutic Gazette ..... 89
Interstate Medical Journal.. 89	Today's Magazine for Women 43
Iron Age ..... 2	Want-Ad Mediums ..... 93
Ives, Harold, Co., Inc.... 87	Woman's Home Companion 44

## ADVERTISING RATES

\$120 double page  
\$60 a page  
\$80 half page  
\$15 quarter page  
Smaller space, 35c per agate line—Minimum, one inch

### PREFERRED POSITIONS

Front Cover.....\$195  
Second Cover..... 75  
Back Cover..... 100  
SPECIAL—Two Colors: \$25 extra for two pages or less. For more than two pages, \$12.50 per page. Inserts: \$60 a page when furnished complete by advertiser. No less than four pages accepted.

Page 5.....\$100  
Pages 7, 9, 11 or 13..... 75  
Double Center [2 pages]... 150





**This 146  
Page Book  
Neatly Bound  
in Black and Gold  
at Cost—35 Cents**

# The Selling Problem

**A** COMPILATION of articles on Advertising, Merchandising and Price-Cutting by some of the best known men in the profession. The table of contents speaks for itself.

You will be interested in getting the views of E. S. Rogers, L. B. Jones and W. H. Ingersoll on the price-cutting situation; the advertising history of Campbell's Soups; Armour's; Loose Wiles Biscuit; The Cost of Quick Distribution on a Small Appropriation by E. T. Gundlach, and a number of other articles equally vital and interesting.

Why are we sending you this 146 page book at absolute cost?

Because there are twenty pages of information located in the back of the book, regarding population statistics and Sunday Magazines as advertising media. Information which is to your interest to know and to our interest to have you know.

There is but a limited edition of two thousand copies. Fill out the attached coupon and book will be sent immediately.

**AMERICAN  
SUNDAY  
MONTHLY  
MAGAZINE**

220 Fifth Avenue,  
New York City

Gentlemen:—Enclosed find 35 cents  
for which please send *The Selling  
Problem* to

Name.....

Address.....

## CONTENTS

Price Maintenance.....	E. S. Rogers L. B. Jones Wm. H. Ingersoll
Food Products.....	Leonard M. Frailey E. B. Merritt G. W. Hopkins J. M. Hills
Tobacco.....	Curt A. Wessel
Distribution.....	W. B. Walker
Mail Order.....	E. T. Gundlach
Shoes.....	Regal Shoe Co.
Hosiery.....	J. H. Emery
Hardware.....	F. E. Wing
Trade Marks.....	E. S. Rogers
Typewriters.....	A. A. Nelson